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N THIS ISSUE:

Exhibits Its Developments
Page 35

Radio Volume Despite Tv
Page 59

L. Lee Named Commissioner
Page 52

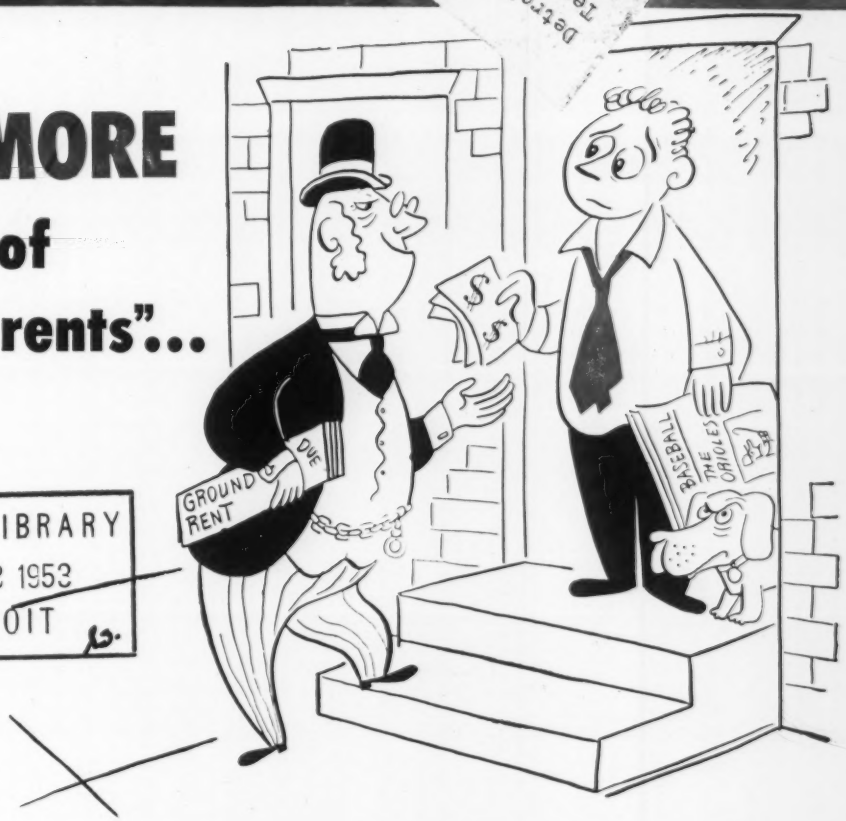
Claims 75% for New Plan
Page 84

TURE SECTION
Page 87

23RD year

NEWSWEEKLY
AND TV

BALTIMORE
the city of "ground rents"...



PUBLIC LIBRARY
OCT 12 1953
DETROIT

In Baltimore you can buy a home without buying the land it's built on—just by paying an annual rent on the ground. That makes Baltimore different—and it's different as a market too!

A HIGHLY COMPACT MARKET!

Baltimore is the most concentrated market in America. More than 1⅓ million people packed right in the city limits and a tiny surrounding area—the densely populated parts of a few counties. W-I-T-H covers the *whole* area—at a fraction of the cost of powerful, expensive network stations, whose own affiliates overlap their coverage areas.

NIELSEN SHOWS W-I-T-H IN LEAD!

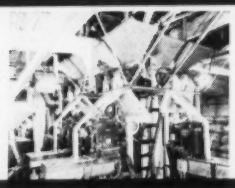
In the home city and county, W-I-T-H leads every other radio and television station in Baltimore in N.C.S. weekly daytime circulation! That means you get far more listeners-per-dollar from W-I-T-H than from any other station in town—regardless of power or network affiliation.

A call to your Forjoe man will bring you the whole W-I-T-H story.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

XUM



THE JAMES G. GILL CO., INC. DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { **WMBG** **WCOD** **WTVR**

For 51 years the James G. Gill Company has been serving its customers with "Gill's Hotel Special Coffee." The business began in a small shop in Norfolk, Virginia, shown above. Its present day modern equipment is standing evidence that its owners know their business well.

The ever expanding services of the Havens & Martin, Inc. Stations speak well for its owners too. Pioneers in radio, then FM and TV, they established the only complete broadcast institution in Richmond. WMBG, WCOD, and WTVR always have been, and are today, the first-choice stations of listeners and advertisers alike. Try them yourself and see why!

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.

Mr. BIG in Coverage

in the Intermountain West

INTERMOUNTAIN NETWORK	**33** stations in **7** states
Regional Network X	10 stations in 3 states
Regional Network Y	5 stations in 2 states

Mr. BIG in Audience

175,610 TELEPHONE CALLS PROVED THESE FACTS:

Monday thru Friday — average all periods
7:30 a.m. — 10 p.m.

INTERMOUNTAIN NETWORK	**9.78**
Network A — All affiliates	2.81
Network B — All affiliates	7.07
Network C — All affiliates	6.42

Saturday — average all periods
12 noon — 10 p.m.

INTERMOUNTAIN NETWORK	**10.2**
Network A — All affiliates	2.65
Network B — All affiliates	5.97
Network C — All affiliates	4.60

Sunday — average all periods
12 noon — 10 p.m.

INTERMOUNTAIN NETWORK	**10.2**
Network A — All affiliates	3.13
Network B — All affiliates	7.95
Network C — All affiliates	6.48

Source: J. A. Ward Study

For further proof that IMN is your best buy in the Intermountain West, read page 3 in the December 7 issue of Broadcasting-Telecasting. If you can't wait, your Avery-Knodel man has all the answers.

Mr. BIG in the Intermountain West

The INTERMOUNTAIN NETWORK

Mr. BIG in merchandising! Mr. BIG in audience! Mr. BIG in concentrated home-town coverage where the people live and buy!

Represented nationally by Avery-Knodel, Inc.

LYNN L. MEYER, President **146 South Main Street, Salt Lake City, Utah**

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

A Lesson to Remember

Yes.. 68 Secondary Radio Stations dot the map within KRLD's 0.5 Mv line... an impossible number for most advertisers to cover the area. But then, fortunately they don't have to.... They can saturate it completely at one low cost, with one great 50,000 watt station, KRLD.

30.8% of All Radio Homes in the Great State of Texas are regular listeners to

KRLD, DALLAS

Exclusive outlet for CBS Network Programs in the Southwest's Largest Market

DALLAS and FORT WORTH

SAMS Report, Spring 1952

1-68

DOWN IN TEXAS!

KRLD

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

Dallas

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

Owners and Operators of KRLD-TV, Channel 4

closed circuit

WAS IT Vice President Nixon or Sen. McCarthy who turned tide for blitz appointment of Robert E. Lee to FCC? (Story page 52, editorial page 138.) Ex-FBI agent had been slated for Deputy Comptroller Generalship. Vice President Nixon, who worked closely with FBI on Alger Hiss case, was honor guest at White House farewell prior to his departure last Monday for two-month Pacific tour. Decision presumably was not made until about that time. Sen. McCarthy was then honeymooning. Hence it's deduced Nixon got in last lick and President moved with celerity Tuesday morning.

★ ★ ★

BATTERY on box-office television becomes even more formidable with Wayne Coy, former FCC chairman, now president and 50% owner of KOB-AM-TV Albuquerque (with Time Inc.), serving in consulting capacity for Zenith. Among others in picture are W. Theodore Pierson as special counsel for Zenith; Philip G. Loucks as counsel for Teco, Phonevision affiliate of Zenith; former CAA Chairman James M. Landis as counsel for Skiatron, and Paul A. Porter, former FCC chairman, as counsel for Paramount's affiliate, International Telemeter Corp.

★ ★ ★

PRESENT INFORMAL approach of some members of FCC to box-office tv situation is that it's an entirely new service and that case would have to be made for separate frequencies, if available, rather than intermix box-office with "free" television.

★ ★ ★

SARKES TARZIAN, Bloomington electronics manufacturer and owner of WTTS and WTTV (TV), has on drawing board plan for complete uhf 1 kw package for about $180,000. This would include transmitter building, transmitter, antenna, studio, camera, control equipment.

★ ★ ★

CONCLUDED Friday was contract for purchase of WLOF Orlando from Hazlewood Inc. by owners of WGAY Silver Spring, Md., for $215,500. Sellers are William Joe Sears, president, and Walter C. Shea, secretary-treasurer, of Jacksonville, 50% holders. Purchasers are Joseph L. Brechner, 26%; John W. Kluge, 25%; Mrs. Kluge, 10%; Vasil Polyzois, accountant, 20%; Harris H. Thompson, 15%, and Ernie Tanner, WGAY program director, 4%. Blackburn-Hamilton handled. WLOF operates on 950 kc with 5,000 watts and is MBS. It is applicant for contested ch. 9. Donn Colee will continue as manager.

★ ★ ★

AMONG MORE interested viewers of CBS-TV's broadcast demonstration of its new color tv picture tube and new pick-up equipment (stories pages 35-37) was group of RCA and NBC executives who monitored color show on RCA color set in NBC's Center Theatre in New York. Said one of Center Theatre group: "Color has now moved out of the area of publicity and into the area of performance, and performance speaks for itself and needs no comment."

FORMATION of national trade organization to foster maximum development of uhf as primary service on equal footing with vhf was projected at preliminary meeting in Washington last Friday of group of major-market uhf operators. Organization, with headquarters in Washington, would function on all fronts, as liaison with FCC, transmitter and receiver manufacturers, service men, and advertisers and agencies. "Mixed allocations" (both uhf and vhf in same market) would be explored, and pressure for maximum power uhf transmitter (one million watts) would be exerted.

★ ★ ★

SOME BROADCASTERS are aroused over line in *Kiplinger Washington Letter* predicting further rate cuts in radio to meet tv competition. Local accounts have questioned broadcasters about item which, they argue, has no foundation in fact (see editorial page 138).

★ ★ ★

NEW VIEW of what constitutes "premature construction" in violation of Sec. 319 of Communications Act must come from FCC in two tv cases: Fight between WSAV and WJIV Savannah for vhf ch. 3 and protest of uhf ch. 16 WNET (TV) Providence against vhf ch. 12 grant to WPRO there. WJIV has laid charge to WSAV (story page 11); WNET accuses WPRO (story page 58). Ruling concerns many tv applicants who have operated closed circuit training or promotion units, bought equipment, planned for tv expansion in new radio centers or built am or fm towers capable of holding tv antennas.

★ ★ ★

TO DARKEN cloud over uhf success in going vhf markets, concern is growing about dropouts of uhf applicants in some major markets. In many cases, it's long-established radio group withdrawing after careful study of economics involved. Result is that decision respecting intentions is forced upon surviving applicant, who may have filed only for "insurance."

★ ★ ★

INTENTIONS of more than a score of applicants will be put to such test soon under FCC proposal to add uhf channels in some 35 contested markets. Sleepless nights may be in store for more than one applicant who must decide to venture uhf grant rather than long, costly vhf hearing he might lose, at which time uhf could be gone too.

★ ★ ★

FEW LAYMEN realize it but Voice of America (U. S.' only official radio arm in Europe) has made its strongest and most dynamic play in cold war propaganda field. Its new (and only) longwave transmitter in Munich [B•T, Sept. 28] actually has rolled back Radio Moscow's 173 kc operation. U. S. operation uses same frequency and what is said to be most powerful longwave radio transmitter in world. Before Munich transmitter went on air only Russia could be heard throughout satellite regions during important nighttime hours.

IN THIS ISSUE

LEAD STORY

CBS shows new color picture tube and pickup equipment which it claims will mean lower costs for compatible color. *Page 35.* Critics see imperfections in CBS demonstration, and RCA says there's nothing revolutionary about the tube. *Page 37.*

ADVERTISERS & AGENCIES

Week's major timebuying involves three sponsors in network radio, four in tv, and one shifting tv show from one network to two others. *Page 38.*

FILM

General Teleradio Inc. reportedly has deal with Fox Movietone News which will put General in film distribution business. *Page 39.*

Producers association asks networks for information on color tv. *Page 40.*

FACTS & FIGURES

Imminent release of Advertising Research Foundation's theoretical evaluation of broadcast rating methods is reported. *Page 42.*

PROGRAM SERVICES

The big push is being put behind the campaign for subscription television. *Page 44.*

TRADE ASSOCIATIONS

Society of Motion Picture & Television Engineers hears up-to-date reports on tv film reproduction developments. *Page 48.*

Here's agenda of Radio-Television News Directors Assn. convention Oct. 26-28. *Page 50.*

GOVERNMENT

Former G-Man and chief investigator of House Appropriations Committee is named to FCC. *Page 52.*

Uhf grantee turns back his permit on grounds networks gave affiliation to vhf's in area. *Page 56.*

STATIONS

Seven new tv stations begin operation. *Page 66.*

St. Petersburg will sell city-owned WSUN-AM-TV if it can get a fair price. Ted Mack of the *Amateur Hour* may be bidder. *Page 78.*

NETWORKS

ABC-TV has 23 new sponsors signed for fall. *Page 83.*

MBS claims stations representing 75% of the network rate card have agreed to new "no-pay" plan. *Page 84.*

NBC counters charges by Station Representatives Assn. that its new radio plan invades spot field. *Page 84.*

FEATURES

Film maker: Ralph Cohn. *Page 89.*

A step-by-step analysis of how a tv film is made. *Page 90.*

Eight ways to merchandise tv film shows. *Page 98.*

FOR THE RECORD

TELESTATUS weekly summary of tv stations on the air and tv set distribution. *Page 121.*

New tv grantees' commencement target dates. *Page 124.*

growing
growing
Mr. Channel 8
Mr. Channel 8

WGAL-TV

NBC • CBS • ABC • DuMont

Lancaster, Penna.

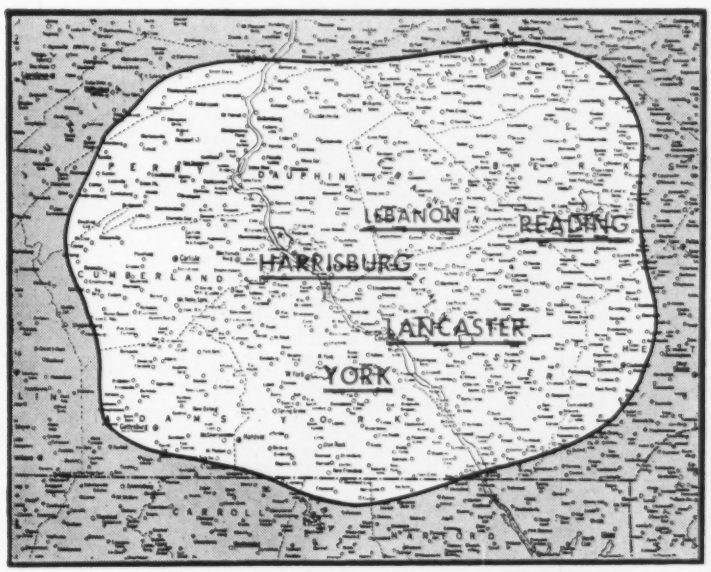
Actual return for your advertising on WGAL-TV—now in its fifth year.

growing—the prosperity of WGAL-TV's large, rich Pennsylvania area—includes Harrisburg, York, Reading, Lebanon, Lancaster.

growing—loyal audience through stimulating local-interest and public service programs, top shows from four networks.

growing—recognition by national and local advertisers . . . that WGAL-TV is the efficient, economical way to reap profitable sales.

Use this ever-increasing sales power to get the most profit for your advertising dollar.



WGAL
AM TV FM

Steinman Station
Clair McCollough, President

Represented by **MEEKER**

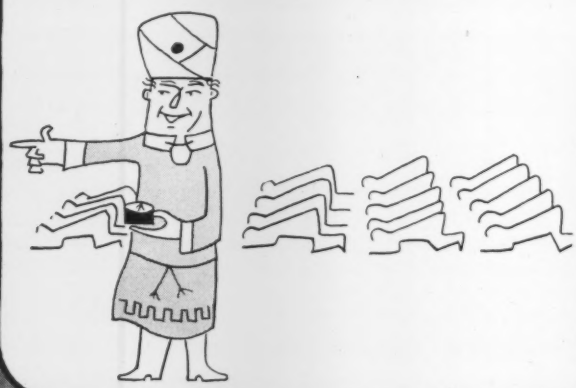
New York
Chicago

Los Angeles
San Francisco

In the top two or three there's an ad agency
Known as Hemmingforth, Jerkin & Smoe . . .

Who fought staff complacence
by demanding obeisance
To the maxim that'd earned
them their dough.

So at sunset each day all faced Omaha way
And salaamed to old Jerkin's clear call—



"Wherever you go you'll hear *radio* . . .
But in Omaha KOWH TOPS 'EM ALL!"

AVERAGE HOOPER
KOWH
35.7%

Moral

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru August, 1953)
- *Largest share of audience,* of any independent station in America! (August, 1953.)

Kowh
OMAHA

AIMS Association of Independent Metropolitan Stations

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

27½ Million Homes Heard Series on Radio

RESULTS of survey made for Mutual shows that 61% of radio homes in U. S., amounting to record-breaking number of 27½ million radio homes, were tuned in to one or more games of World Series over network, Richard Puff, Mutual's research director, revealed Friday. Similar survey last year placed figure of radio homes listening to MBS' broadcast of World Series at 22½ million.

Survey, conducted by J. A. Ward Inc., was based on 14,000 interviews throughout country, of which 52% were in tv-equipped homes. Mr. Puff said that for the first time radios outside homes were included in survey.

NBC-TV had estimated after first two games of series that 25 million television homes had watched each telecast [B•T, Oct. 5]. Series was sponsored over Mutual and NBC-TV by Gillette.

ABC to Syndicate Two Half-Hour Series

ABC FILM Syndication has completed arrangements for syndication of two half-hour tv series, *Racket Squad* and *Playhouse*, George Shupert, vice president in charge, is announcing today (Monday). Both are immediately available for sale to stations on first-come, first-served basis, he said. There are 98 programs of *Racket Squad* series and 26 of *Playhouse* (formerly *Schlitz Playhouse of Stars*). Mr. Shupert also said that ABC Film Syndication will shortly open offices in Chicago and Los Angeles, under supervision of Don Kearney, national sales manager.

Syndication plans were revealed privately to ABC-TV Stations Advisory Committee Friday during meeting of committee with network executives in New York. Sales and program plans and kindred subjects also were discussed during all-day closed session, as were those of ABC radio in similar session with ABC Radio Affiliates Advisory Board preceding day, authorities reported.

WJR RECORD

TOP September sales mark in 27-year history of WJR Detroit has been reached, station's Vice President-General Manager Worth Kramer reported Friday. Record $304,477 was $35,040 over 1952 mark. Mr. Kramer attributes success to "re-evaluation by advertisers of radio's ability to deliver sales economically."

CBS Affiliates See Color, Hear Stanton

CBS President Frank Stanton told executives from 141 CBS-TV affiliates at color clinic in New York Friday that CBS' new color tv tube and pickup equipment (see pages 35-37) are evidence of CBS interest in advancing color tv and show it did not turn back on color when it asked withdrawal of FCC approval of its own, noncompatible system.

Dr. Stanton cited history of color tv development in support of his claim that "more continuously and persistently than any other organization in the world, CBS has been the leader over the years in the effort to make color television a reality for the American public."

He also said: "No one company alone has the exclusive credit for developing the NTSC standards." He said CBS' latest developments are designed to help make NTSC system work; that CBS also had participated in industry-wide group which composed NTSC. He said: "Our own exhaustive studies convinced us of the feasibility of the NTSC system. The system is compatible; it is capable of producing a fine color picture. In the circumstances, it seems clear to us that it fulfilled the standards which I stated in 1949."

Group saw repeat performance of preceding day's color tv broadcast demonstration for newsmen. Color quality was reported better in Friday showing.

The affiliates passed a unanimous resolution giving "full support to making color television a nation-wide reality in the near future."

ARB STUDY SHOWS RAPID UHF CONVERSION

RAPID rate of conversion to uhf shown in number of cities where uhf signals have gone on air, according to analysis of 51-city vhf-uhf survey conducted in September by American Research Bureau.

Except in fewer than dozen difficult areas where uhf hasn't taken hold, often due to short time uhf service has been available, percentage of television homes able to receive uhf signals has risen steadily. In majority of cases uhf service has become available since spring.

While vhf dominates heavy share of cities in share of audience, new uhf stations continue to make progress. In four cities uhf station takes first place in "channel viewed most" category.

Of 51 vhf-uhf cities surveyed, all with both uhf and vhf reception, 18 have more than 75% uhf saturation among tv homes; 11 have 50-75% saturation; nine have 25-50%, and 13 are under 25% saturation. Saturation rate of uhf ranges from 3.5% to around 10% in difficult uhf cities and up to 99.8% in several markets.

Rate of increase in uhf saturation since ARB conducted survey last July ranges from few percentage points to nearly double.

In five large cities where vhf has been long established, relatively new uhf is showing steady upward trend in saturation but average ranges around 10% of tv homes. Since uhf has been on air three months or less in these big cities this low saturation is not surprising.

Heavy share of 51 cities in ARB September report are of medium to medium-large size. No cities where only uhf reception is possible are included.

As uhf stations become established and saturation increases, improved programming is expected to stimulate sale of sets tuning in upper part of spectrum.

• BUSINESS BRIEFLY

SOCONY SPONSORS SYMPHONY • Signed and soon to be announced: Socony-Vacuum Oil Co. sponsorship of *NBC Symphony Orchestra* for full season of 22 one-hour broadcasts on NBC Radio. Sun., 6:30-7:30 p.m., starting Nov. 8. Arturo Toscanini, who has announced that this will be his final season of conducting in America, will conduct most of these concerts; Guido Cantelli will conduct remainder. Programs will originate from Carnegie Hall, N. Y., for NBC Radio network only, with no tv plans, it was learned. Unusual facet: Contract was made directly between sponsor and network, with no agency involved.

BUDWEISER GETS SET • Anheuser-Busch (Budweiser beer), St. Louis, starting to line up radio stations for next year's play-by-play coverage of St. Louis Cardinals baseball games in following states: Missouri, Texas, Illinois, Arkansas, parts of Tennessee, Kentucky, Oklahoma, Kansas and Indiana. D'Arcy, St. Louis, is agency.

ADAM HATS RADIO BUDGET • After completion of present internal reorganization, Adam Hats, N. Y., expected to set up budget for network radio, starting probably sometime in January. Hirshon-Garfield, N. Y., is agency.

MOLASSES SPOTS • Penick & Ford (Brer Rabbit molasses), placing saturation spot announcement schedule starting immediately for three weeks on 25 stations in Texas. Approximately 10 spots per day will be used. J. Walter Thompson Co., N. Y., is agency.

FALSTAFF IN TEXAS • Falstaff Beer, through Dancer-Fitzgerald-Sample, N. Y., expects to follow radio spot announcement campaign in northern California with similar one in Texas. California campaign started early in October on 20 stations for 13 weeks.

MAXWELL HOUSE DRIVE • Maxwell House Instant Coffee, N. Y., through Benton & Bowles, N. Y., preparing radio spot announcement campaign to be launched Oct. 26 in 15 midwest markets for four weeks.

SALES ON 'TODAY' • NBC-TV reported Friday that participations on its *Today* show (Mon.-Fri. 7-9 a.m., EST) have been purchased by Magic Chef Inc., St. Louis (ranges), through Krupnick & Assoc., St. Louis; Brown & Haley Inc., Tacoma (candy), through Honig-Cooper Co., Seattle, and Kiwi Polish Co., Philadelphia, through N. W. Ayer & Son, Philadelphia.

British to Accept Tv Ads

BRITISH government will soon announce its plans for new tv service accepting advertising, Earl de la Warr, England's postmaster general, announced Friday. Associated Press dispatch quoted postmaster general, who is in charge of broadcasting affairs, as telling Conservative Party annual conference that new service would accept advertising but not sponsorship of programs. BBC, present monopoly, will continue to operate.

BIG

IN POWER---

AUDIENCE---

SALES---

WJBK-TV

THE **BIG** STATION

IN THE BOOMING DETROIT MARKET

BIG in Power!

Michigan's tallest TV tower . . . 1,057 feet . . . scheduled for operation Nov. 1st! New effective radiated power of 100,000 watts will blanket every TV home within 80 miles of Detroit.

BIG in Audience!

Consistently leading the Pulse ratings! 12 of the top 15 once-a-week programs* . . . 7 of the top 10 multi-weekly programs*, daytime and evening, are on WJBK-TV. *(Aug., 1953 Pulse).

BIG in Sales!

Actual case histories show success story after success story on WJBK-TV. You're "Mr. Big" in the Detroit market with your sales message on the BIG station, WJBK-TV.

Any Way You Look At It...

CHANNEL 2 Is The Spot For You!

WJBK-TV

Detroit

A STORER STATION

Represented Nationally by

THE KATZ AGENCY

TOP CBS and DUMONT TELEVISION PROGRAMS

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

Examiner Refuses Delay In WJIV Case; Other Actions

IN CASE which may develop FCC precedent interpretation of what constitutes premature construction forbidden by Sec. 319 of Communications Act, Examiner James D. Cunningham Friday turned down request of WJIV Savannah for indefinite postponement of completion of comparative hearing with WSAV there, both seeking vhf ch. 3.

WJIV wanted further proceeding delayed until Commission rules on its petition to enlarge issues and certify record at hearing's present status on grounds WSAV evidence now shows "prima-facie case of illegal construction" and hence is disqualified.

Examiner Cunningham ruled case must continue tomorrow (Tuesday) with cross-examination of principal WJIV witnesses, starting with E. D. Rivers Jr., chief owner. Fortnight ago, FCC turned down WJIV's petition for outright dismissal of WSAV bid and explained examiner should get facts in hearing and give his ruling first [B•T, Sept. 28].

WSAV's reply to newest WJIV petition denies "each and every allegation and contention" and contended "real purpose" of WJIV petition "is to delay the progress of the hearing and avoid the presentation of some of its own principal witnesses for cross-examination."

Benns Petition on Montgomery Denied

CLEARING way for final ruling on FCC hearing examiner's initial proposal to grant vhf ch. 12 at Montgomery, Ala., to WSFA there, Commission Friday denied petition of William E. Benns Jr. for review and reversal of examiner's ruling which would declare Benns' competitive bid for ch. 12 to be in default. Mr. Benns is president of WBAM Montgomery.

Owensboro, Lake Placid Applications

COMPETITIVE bid for vhf ch. 9 at Hatfield, Ind., was filed with FCC Friday by WOMI Owensboro, Ky., going into conflict with earlier application of WVJS Owensboro for newly allocated Hatfield channel. WOMI originally had been competitor for uhf ch. 14 at Owensboro. WVJS-TV gave up permit for ch. 14 to file for Hatfield ch. 9.

In another late Friday application, vhf ch. 5, newly allocated Lake Placid, N. Y., is sought for nearby Bloomingdale, N. Y., by Great Northern Tv Inc., controlled by principals in WIRY Plattsburg, N. Y. WIRY fortnight ago dropped bid for uhf ch. 28.

Fellows Calls Radio-Tv Anti-Depression Weapons

STIMULATION of buying and selling of goods and services by radio-tv advertising is good prosperity insurance, NARTB President Harold E. Fellows said Saturday in address to Alabama Broadcasters Assn., meeting on U. of Alabama campus at Tuscaloosa.

Reviewing public service programming of radio and tv, he recalled question offered by educator on amount of time tv stations "have to give to public service programming." None at all, Mr. Fellows told the questioner. He suggested sources within FCC have fostered idea that stations must specify such time.

AT&T ADDS CHANNELS

PLANS for additional tv channels along Pittsburgh-St. Louis microwave route, to provide minimum of two channels each way along entire route, announced over weekend by AT&T. System already has three eastbound channels in service between Dayton and Columbus and two westbound between Dayton and Indianapolis. Completed Pittsburgh-St. Louis system eventually would become part of round-robin network of two channels in each direction serving tv stations from New York to Chicago and back to New York via St. Louis and Washington.

Networks Study Tv Project

NETWORK management and research officials reviewing NARTB's plan to set up tv circulation project showing location and size of audience reached by stations. They will report to NARTB Tv Circulation Study Committee in near future. Robert D. Swezey, WDSU-TV New Orleans, chairman of NARTB Tv Board, was elected chairman of circulation committee at New York meeting. Other members are Campbell Arnoux, WTAR-TV Norfolk; Richard A. Borel, WBNS-TV Columbus; Kenneth L. Carter, WAAM (TV) Baltimore; Clair R. McCollough, WGAL-TV Lancaster, Pa.; J. Leonard Reinsch, WSB-TV Atlanta; Donald W. Thornburgh, WCAU-TV Philadelphia; Lee B. Wailes, Storer Broadcasting Co.

WMMB Melbourne, Fla., Sold

MAJORITY interest in WMMB Melbourne, Fla., held by Henry Dravneek has been sold to Frederick H. Kury, former Scripps-Howard executive, subject to FCC approval. Although price is not settled, it is understood to be about $50,000. Mr. Dravneek is New York advertising agency executive.

Lamb Buys Firm

EDWARD LAMB Enterprises Inc., Toledo, Friday announced acquisition of 70% control of White Products Corp., Middleville, Mich., manufacturers of gas, electric hot water heaters. Purchase price was not disclosed. Lamb firm owns WIKK-WICU (TV) Erie, Pa.; WTOD Toledo; WMAC (TV) Canton-Massillon, Ohio; WHOO Orlando, Fla.

UPCOMING

Oct. 12-13: NARTB Dist. 12 meeting, Lake Murray Lodge, Ardmore, Okla.

Oct. 14-15: NARTB Dist. 13 meeting, Hotel Adolphus, Dallas.

Oct. 15: Color tv demonstration by NTSC for FCC, Starlight Roof, Waldorf-Astoria, New York.

Oct. 16-17: NARTB Dist. 6 meeting, Buena Vista Hotel, Biloxi, Miss.

Oct. 17: Federal Communications Bar Assn., annual outing, Lohnes estate, Vienna, Va.

(For other Upcomings see page 137)

PEOPLE

RALPH SMITH, vice president, Sullivan, Stauffer, Colwell & Bayles, and chairman of Advertising Federation of America's committee for better understanding of advertising, will speak to ABC radio network affiliates tomorrow (Tues.), 1:30-2 p.m., over closed circuit provided by ABC, on AFA's 1953-54 campaign to promote better understanding of advertising which opens Thursday.

JOHN D. ALLISON named sales vice president for Aloha Broadcasting Co., Honolulu, and Aloha Network (KHON Honolulu, KIPA Hilo, KTOH Kauai, KMVI Maui).

NIGEL BRUCE, 58, Dr. Watson of NBC Radio's former *Sherlock Holmes*, died Thursday in Santa Monica, Calif., after heart attack.

DAVID B. GRAHAM, associate editor, *Ross Reports*, to Dancer-Fitzgerald-Sample, N. Y., in tv commercial department.

GENE TRACE, WBBW Youngstown, Ohio, named member of NARTB Sports Committee. He replaces late **WILLIAM E. WARE,** KSTL St. Louis.

Illinois Stations Protest NCAA Football Monopoly

ILLINOIS Broadcasters Assn., meeting Thursday-Friday at Springfield, took action against tv football monopoly operated by National Collegiate Athletic Assn. Resolution protesting against NCAA's methods was adopted by delegates.

Robert J. Burow, WDAN Danville, was elected IBA president succeeding Bill Holm, WLPO LaSalle. Other officers elected were Harold L. Dewing, WCVS Springfield, vice president; R. Karl Baker, WLDS Jacksonville, secretary-treasurer. Elected to board were Mr. Holm and Charles R. Cook, WJPF Herrin. Angus Pfaff, WNMP Evanston, and Oscar C. Hirsch, WKRO Cairo, continue on board.

Speakers at business discussions included Merrill Lindsay, WSOY Decatur; Walter Emerson, WMAQ Chicago; Mr. Burow, and Oliver Keller, WTAX Springfield.

Walker Law Office

RETIRED FCC Chairman Paul A. Walker, who has been on extended vacation since leaving Commission post June 30, plans to enter private law practice in Washington about December. Ex-Chairman Walker helped spearhead drive for educational tv channel reservations, had served with FCC since its formation in 1934.

Tribute Paid 'Eternal Light' Program, Sarnoff

TRIBUTE was paid yesterday (Sunday) to NBC's *Eternal Light* radio program (Sun., 12:30-1 p.m. EST) by Louis Finkelstein, chancellor of Jewish Theological Seminary, for conveying understanding of "religious ideals generally, and of Judaism in particular" and for proving that radio can be used for "effective public education in some of the most subtle concepts revealed to man." He praised Brig. Gen. David Sarnoff, chairman of boards of RCA and NBC, as "the person pre-eminent" among those responsible for program, which is starting its tenth year on air as joint presentation of NBC and Jewish Theological Seminary (see story page 117). In reply Gen. Sarnoff declared that "radio waves . . . do not recognize national origins or boundaries" and "do not discriminate against race, religion or creed," but "enter the homes of Protestants, Catholics and Jews alike."

Algy writes to:

Miss Ann Smith
Ralph H. Jones Co.
Cincinnati, Ohio

Dere Ann:

I have just writ a poem which I hope you will like. I thot about it aftur seein' all th' folks in Krogers buyin' Pream.

It sure do seem folks go
for Pream
For coffee it is swell
Th' spots we ran to
boost the brand
Show 'CHS can sell!!!

My poetry may not be beautiful but th' W. Va. hills sure are with all th' changin' colors. Evrything in th' state is changin' color 'cept money which is gettin' greener. Folks using WCHS with 5,000 on 580 down here in the land of coal, chemiculs and collossull markit figgers seem to be gettin' more and more of th' stuff.

Yrs.
Algy

WCHS

580 KC | 5000 WATTS

CHARLESTON

The Tierney Co.

CBS RADIO • THE BRANHAM CO.

West Virginia's Leading Advertising Medium

index

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications, Inc.

Advertisers & Agencies	38	Government	52	On All Accounts	22
At Deadline	9	In Public Service	119	Open Mike	24
Closed Circuit	5	In Review	16	Our Respects	20
Editorial	138	International	113	People	107
Education	115	Lead Story	35	Personnel Relations	117
Facts & Figures	42	Manufacturing	86	Programs & Promotion	103
Feature Section	87	Milestones	117	Program Services	44
Film	39	Networks	83	Stations	66
For the Record	121			Trade Associations	48

Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

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David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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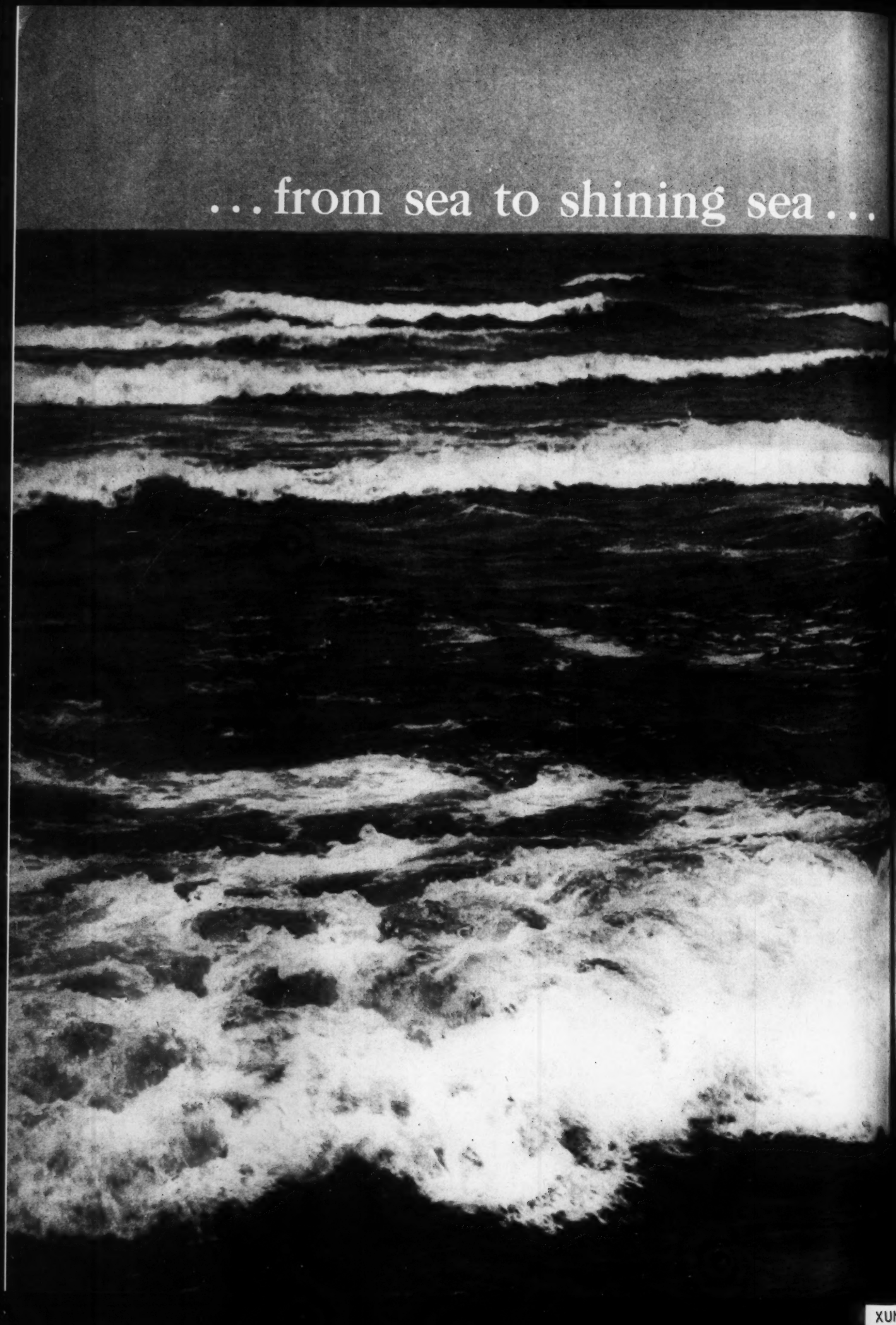
WMBR TV

. . . now Florida's most powerful TV station!

WMBR-TV, Channel 4
in Jacksonville . . .
is now operating
with an E.R.P. of
100,000 watts . . .

Represented by
CBS-TV spot sales

Mail received by WMBR-TV following the increase to 100,000 watts clearly estimates the extended coverage now delivered in this rich Southeastern market!



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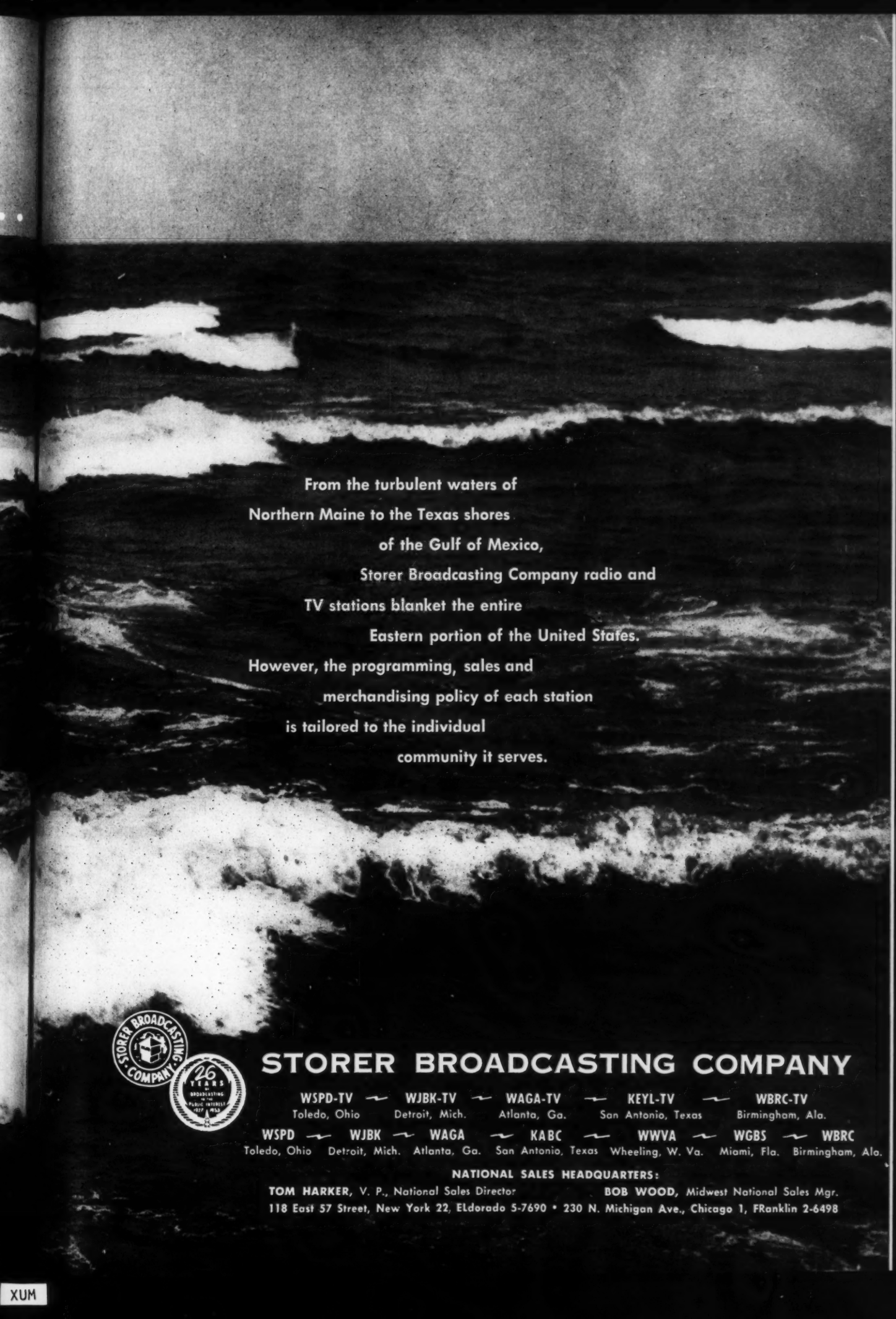
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Northern Maine to the Texas shores
of the Gulf of Mexico,
Storer Broadcasting Company radio and
TV stations blanket the entire
Eastern portion of the United States.
However, the programming, sales and
merchandising policy of each station
is tailored to the individual
community it serves.
STORER BROADCASTING COMPANY
26 YEARS
WSPD-TV — Toledo, Ohio
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WSPD — Toledo, Ohio
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KABC — San Antonio, Texas
WWVA — Wheeling, W. Va.
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Watch Oklahoma City . . . Watch KTVQ Television

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SAN FRANCISCO, CAL. 110 Sutter St. EXbrook 2-3407
HOLLYWOOD, CAL. Equitable Bldg. GRanite 1480

IN REVIEW

WEEKEND

Network: NBC Radio.
Time: Sunday, 4-6 p.m. EST.
Producer: Merrill Mueller.
Assistant Producer: Arthur Wakelee.
Editor and M.C.: Ed Herlihy.
Staff: Earl Godwin, Earl Wilson, Igor Cassini, Tex McCrary, Jinx Falkenburg McCrary, Florabelle Muir, Elmo Roper, Leon Pearson, Mel Allen, Allen Ludden, Charles Laughton, Mary Martin, Duncan Emrich, NBC correspondents, and others.

THIS "Sunday newspaper" of NBC Radio, a two-hour production with a newspaper format (4-6 p.m. EST), was launched Oct. 4 under the most trying circumstances: The World Series was on another network during half of *Weekend's* inaugural.

There is no question that *Weekend* follows the newspaper format, including the magazine section. It has some of everything (except the ads, a condition which NBC is trying to correct by offering participations totaling up to eight per hour).

To start with, on the opening *Weekend*, there was the index, a rundown of the subjects of top features to come. Then came a recapitulation of the news of the moment (the Yankees were leading the Dodgers 6-1 in the sixth). Following this, columnist Earl Wilson did a "column" dealing with such assorted topics as a new Broadway play, Frank Sinatra and wife Ava Gardner, and the fact that Rita Hayworth, newly become Mrs. Dick Haymes, had miffed newsmen by failing to show up at a party in Philadelphia.

Next page of *Weekend* was the women's page, conducted by Jinx Falkenburg, who to a male reviewer in World Series time was hard put to make her accounts of Mrs. Eisenhower's dresses or Madame Pandit's United Nations activities as compelling as the reports from Ebbetts Field.

Falkenburg to Allen

Miss Falkenburg was followed by a sports column by Mel Allen which on practically any other Sunday would have held the reviewer. Then came the "feature article," this one by Fannie Hurst. Miss Hurst has engrossed us with many a novel, but her *Weekend* discussion of "security" was not up to her expected standards.

Followed next a section called "folklore," prepared by the Library of Congress and including a folk song and an invitation to submit queries about American folklore. Then the "young America" section, in which a panel of youngsters appraised the pros and cons of necking, the establishment of smoking rooms in high schools, and the use of lipstick in a good-sensed discussion.

A series of sections followed, including a music column, the "overseas news ticker," Washington news, and one called "ideas," after which came the "cover story." The subject was Mary Martin, the "author" was Tex McCrary, and this was easily the most listenable part of *Weekend*, featuring tapes of Miss Martin's performances. Mary Martin would have prevailed even if the Yankees had not already finished clobbering the Dodgers for the day.

Researcher Elmo Roper reported on a study of what people are concerned about in local elections, and, among other features, Florabell Muir produced a Hollywood gossip column, and Leon Pearson, in another *Weekend* standout, reviewed Broadway plays, books, and magazine features.

At the last there was a "forecast" depart-

Now Delivering...

10-kw TV transmitters for VHF

The RCA TT-10AL/AH, newest and finest of all VHF Transmitters, is now being produced in quantity—and shipments are being made every week. Already a number of stations are on the air with the TT-10AL/AH. Other stations have received their TT-AL/AH Transmitters and will be on soon. Before long this new transmitter will be the most widely used television transmitter in the world.

The list of stations going on the air in rapid succession with the TT-10AL/AH is RCA's "proof-of-production." You too can be on the air soon with an RCA 10-kw transmitter.

ECONOMICAL...TODAY AND TOMORROW

- **This 10-kw VHF transmitter**—operated in conjunction with an RCA high-gain antenna—can produce 100 kilowatts ERP *at substantially lower cost per radiated kilowatt than any other transmitter-antenna combination now available.*
- **If you go to higher power,** this 10-kw VHF transmitter can be used as the basic driver for RCA's high-power 25-kw amplifier—such as now in operation at WAVE-TV. (RCA's 50-kw rated, high-gain antenna can handle the extra input—with another 25-kw to spare for any future increase.)

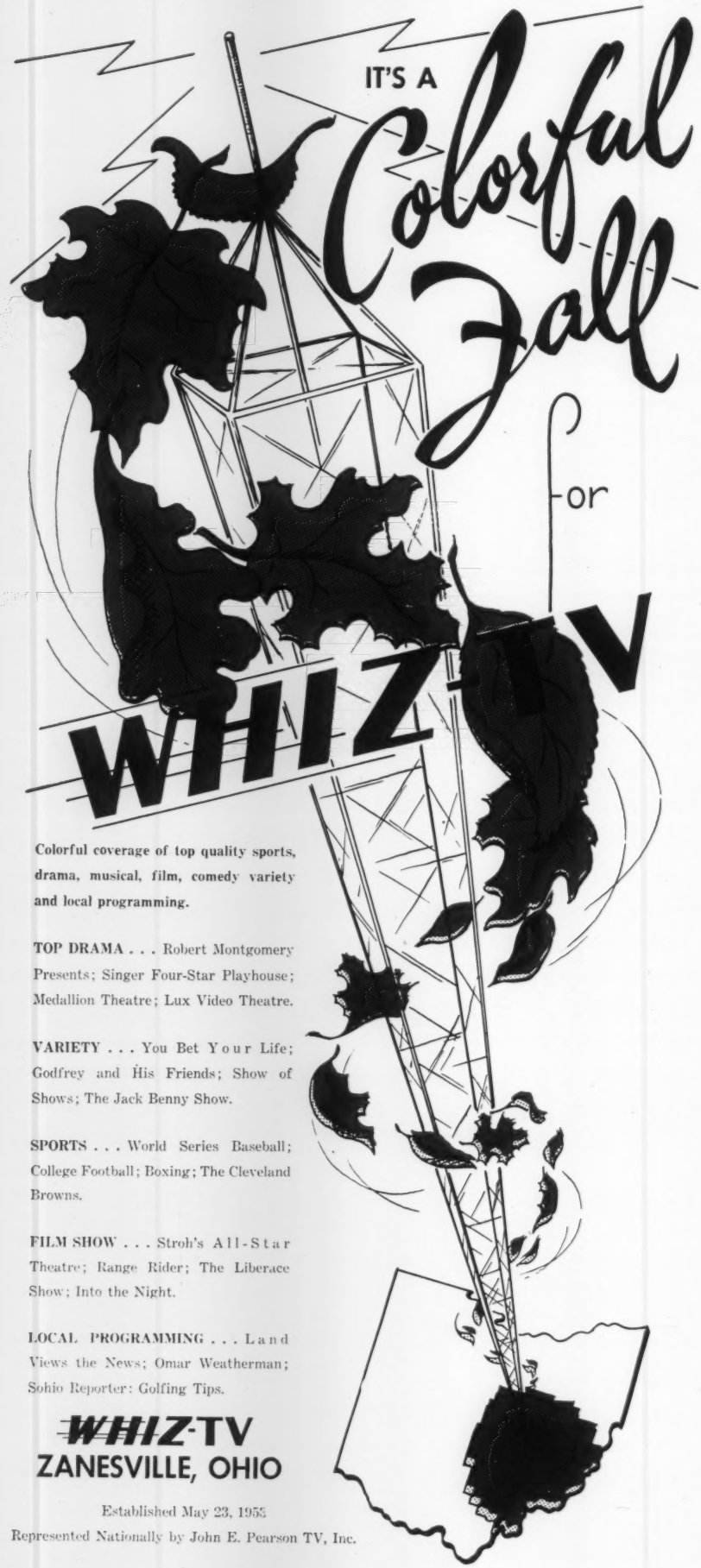
For complete details—and delivery information—call your RCA Broadcast Sales Representative.

Have you ordered yours?

RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**



Colorful coverage of top quality sports, drama, musical, film, comedy variety and local programming.

TOP DRAMA . . . Robert Montgomery Presents; Singer Four-Star Playhouse; Medallion Theatre; Lux Video Theatre.

VARIETY . . . You Bet Your Life; Godfrey and His Friends; Show of Shows; The Jack Benny Show.

SPORTS . . . World Series Baseball; College Football; Boxing; The Cleveland Browns.

FILM SHOW . . . Stroh's All-Star Theatre; Range Rider; The Liberace Show; Into the Night.

LOCAL PROGRAMMING . . . Land Views the News; Omar Weatherman; Sohio Reporter: Golfing Tips.

WHIZ-TV
ZANESVILLE, OHIO

Established May 23, 1953
Represented Nationally by John E. Pearson TV, Inc.

NBC Primary Affiliate • **CBS** • **ABC** • **DU MONT**

ment, presenting likely news developments of the next week or so.

Unarguably, *Weekend* has something for everybody. As is the case with newspapers, it is unlikely that every "section" will pull full "readership." Once the layout becomes known to the audience, the knowledge of what is to come may persuade listeners not particularly interested in one section to stick through that one in order to get to others they want to hear. It is equally possible that NBC may find it desirable, as a matter of editorial policy, to expand some of the departments and blue-pencil a few of the others altogether.

* * *

COMEBACK STORY

Network: ABC-TV.
Time: Fridays, 9:30-10 p.m.
Sponsors (alternate weeks): Sealy Mattresses and Ekco Products Co.
Agencies: Dancer-Fitzgerald-Sample (Ekco) and Weiss & Geller (Sealy).
Producer: Louis G. Cowan Inc.
Executive producer and director: Sherman Marks.
Assoc. producer: Hal Gross.

IN addition to other assignments too numerous to mention, George Jessel, ABC's somewhat halting answer to Arthur Godfrey, has been placed in charge of a weekly half-hour of hearts and flowers called *Comeback Story*.

The first show of the series dealt with the life of Bobby Breen who disappeared from sight a dozen or so years ago when his voice changed. Mr. Jessel was appropriately maudlin throughout his narration that tied together flashbacks into Mr. Breen's truncated career. Mr. Breen sang a song in his present voice, a rather weatherbeaten soprano, and then turned his head to hide the tears as Mr. Jessel read off a list of club dates that had been arranged to celebrate the disinterment of the retreaded juvenile.

Unhappily, the tear-drenched parading of human misery has paid off elsewhere on the dial and probably will in this case, especially with an old sentimentalist like Mr. Jessel available to lead the parade.

* * *

DAVE GARROWAY SHOW

Network: NBC-TV.
Time: Fridays, 8-8:30 p.m.
Sponsor: Pontiac Motors.
Agency: McManus, John & Adams.
Cast: Dave Garroway, Cliff Norton, Jack Haskell, Joe Corey, Shirley Harmer, Sinclair & Spaulding.
Producer-writer: Charlie Andrews.
Director: Mike Zeamer.
Guest: Wally Cox.

DAVE GARROWAY is back on nighttime television, a welcome schedule for admirers who are unable to adjust their morning habits to accommodate *Today*. The new Garroway show differs only in detail from the Chicago origination that made him famous.

Mr. Garroway still wanders from set to set, peering in perpetual astonishment through his massive spectacles that must have been hewn from the pelvis of a moose. Between comments by Mr. Garroway there are songs and dances, performed capably and with apparent ease. Like the old Garroway program, this one is distinguished by extreme good nature. As Mr. Garroway himself might say, "No agony at all."

A mercenary footnote: Mr. Garroway's low-pressure sales talk for Pontiac is among the most persuasive automobile commercials on the air.

VHF has hit the BIG Oregon Market

Now on the air

WAIT NO MORE. Now you can hit the rich, able-to-buy Northwest market with the increased coverage and assured picture quality you should expect. KOIN-TV'S 56,000 watts ERP (100,000 soon) and 1114-foot antenna height above average terrain (1536 feet soon), is reaching thousands of homes in Oregon and Southern Washington which cannot receive good service from any other station.

REACHING A BIGGER MARKET

A market ripe and ready for television's impact. Per capita retail sales are more than double* the national per capita retail sales average. Over a million and a quarter people are in the effective signal area.

150,000 SETS—INCREASING RAPIDLY

All TV sets in the area are VHF receivers with UHF devices added or built-in. KOIN-TV's top CBS Television Network shows plus selected ABC Network and local programs are capturing audiences everywhere. Set sales are sky-rocketing. It's a bustling, ready-to-tap market!

*208% Based on 1952-53 Consumer Markets.

FOLKS KNOW KOIN

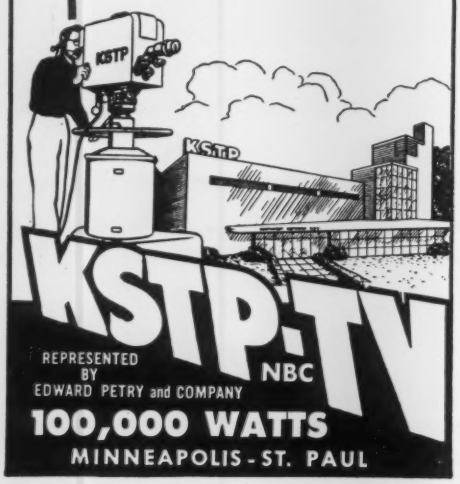
For 28 years radio station KOIN has offered the people of this region the tops in local, national, and public service programs. KOIN is *known* and respected as a fellow citizen. This reputation is reflecting itself in a tremendous popularity and public acceptance.

Write, phone, or wire for complete information and availabilities.

Avery Knodel, Inc., National Representatives
New York, Chicago, Los Angeles, San Francisco, Atlanta, Dallas

IN THE
Upper Midwest...

KSTP-TV
now reaches
nearly
Two Million
people
regularly
with its
100,000 watts
on
channel 5



our respects

to JAMES FRANCIS FRANCIS MURRAY

JAMES MURRAY, who met the microphone when both he and the device were youngsters, is a Pittsburgh product: He was born, bred and educated in the Steel City and has lived there nearly all his life.

At 47, Mr. Murray, whose birthday is this month, is a young veteran of an industry that has few gray hairs. After a quick introduction in 1932, the microphone and the broadcaster got along fine. In 21 years, both have undergone some changes. The mike has progressed from carbon to brush, from brush to the streamlien, handy model in use today. Mr. Murray has advanced from the green sportscaster at WJAS Pittsburgh to the general manager of KQV Pittsburgh.

In retrospect, although the microphone has played an important role in the Pittsburgh career of Jim Murray, the general manager equally has left his imprint on the history of the microphone — more specifically on the broadcasting industry.

Broadcasters know Mr. Murray for the drive he has given Pittsburgh radio, both in public service and business phases.

Mr. Murray bases much of his station operation philosophy on service. It's a chief function of successful radio station operation, he claims, and he ought to know.

He proved it during a post-war power strike in his home town. The strike was covered in such detail by KQV that its settlement actually took place in the KQV studios, a dramatic public relations aftermath to a public service coup.

'Double' Defiance

James Francis Murray was born in Pittsburgh, Oct. 29, 1905. His neighborhood pals found he was no shrinking violet. Teased about his middle name—his mother called him Francis to the rollicking joy of the kids on the street—James Murray proceeded to defy the mimics in their mirth and added another Francis to his name when he was confirmed.

Young James Francis Francis Murray was headed for a law career. He attended the local public schools and started pre-law at Duquesne U. *United States v. John Doe* never got far in his future. He switched to newspaper reporting and worked on Pittsburgh newspapers from 1921 to 1932. His enterprise shined even then. He became part-owner of the Tri-State News Service which services such leading client papers as the *New York Times*.

He entered radio with WJAS, then the CBS outlet in Pittsburgh. He was publicity director. Three weeks after he was hired, an announcer scheduled to give the play-by-play of a baseball game was speechless, a victim of laryngitis. The station borrowed Jim Murray's voice and a life-long friendship between the microphone and Mr. Murray was off to a healthy beginning.

Mr. Murray, who developed into one of the city's best known sportscasters, was the man on whom the assignments were dumped. In an evening he interviewed Bill Tilden of tennis fame, broadcast a poultry show an hour later, and the next hour described a lacrosse match although he had never seen one before.

Before he joined KQV, Mr. Murray spent seven years wandering in the field, rounding out his experience with business background. In 1937 he was publicity and promotion director for WCAE in Pittsburgh, then at KDKA he was publicity director and in 1943 he switched to the sales staff. He was promotion director at WJZ New York in 1944 and spent some of that year broadcasting Cornell U. football.

That same year, Jim Murray was back in Pittsburgh and at KQV, as sales manager for two years after which (in 1946) he became general manager.

The microphone was just about grown up then, and Mr. Murray had been around too. His achievements were highlighted by development of KQV as a major Mutual affiliate. In 1952, CBS purchased 45% of the station, and June 15, 1953, was the date marking the Allegheny Broadcasting Corp.'s transmitter as the Pittsburgh outlet of CBS. It is represented nationally by Weed & Co.

Spearheads KQV Projects

Mr. Murray's hand in KQV affairs has been an active one. He helped bring Pie Traynor back to Pittsburgh and to the station as sports director in 1945. He aided in public service for the Negro. In cooperation with the *Pittsburgh Courier*, the station for the first time broadcast a negro news program. KQV also led a nationwide radio drive to focus attention on the late Negro scientist and humanitarian, George Washington Carver. Mr. Murray's efforts did not go unrecognized; he was cited twice by the National Achievement Clubs.

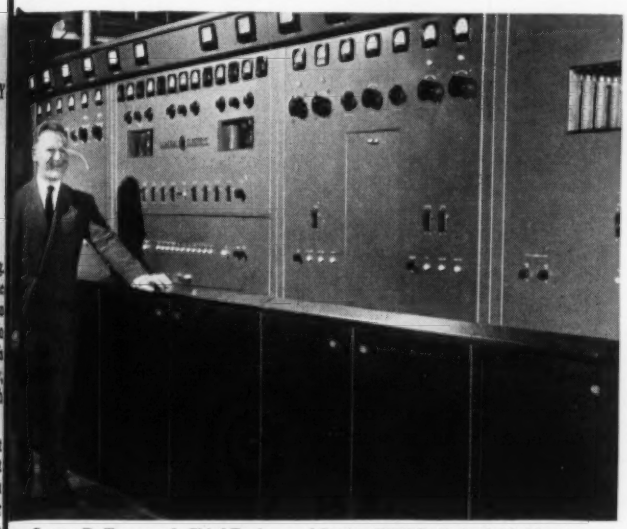
When he's not making holes-in-one in the broadcast business, Mr. Murray can be found attempting that feat on the golf course where he engages in his top hobby.

Not that business people, including broadcasters, are unaware of his existence after office hours. Mr. Murray is treasurer of the Pennsylvania Assn. of Broadcasters—it's his second straight year in that office; a director of the Allegheny County Fair and the Catholic Theatre Guild; a member of the Pittsburgh Variety Club; the Citizens Committee for Educational Television, and an associate of the Radio & Television Executives of New York.

He's pretty much of a family man, too. Mr. and Mrs. Murray live in the city's Mount Lebanon section with their four children: Jim, 19; Bill, 16; Eileen, 8, and Jane, 4.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.



George R. Townsend, Chief Engineer of Station WWLP, Springfield, Mass., happily checks the Station's powerful, new General Electric 12 KW Transmitter.

WWLP APPLAUDS G-E 12 KW TRANSMITTER

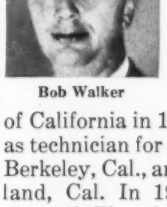
Rounding out its first six months of telecasting, Station WWLP, Springfield, Mass., is sending out a "Grade-A signal" into a much larger coverage area than was originally anticipated. The station is operating with a G-E 12 KW Transmitter and is serving four western Massachusetts counties and five counties in north central Connecticut. It was among the first UHF TV stations to go on the air and is a co-basic ABC, NBC affiliate.

Consulting engineers in Washington, D. C., prepared a map for Station WWLP projecting its anticipated coverage prior to actual telecasting.

Chief Engineer George R. Townsend said, "Reception of our signal seems to follow pretty well the pattern predicted in the consulting engineers' map—except in areas where the line of sight is impaired by mountainous terrain. Our files contain authentic reports of excellent reception at distances up to fifty miles from our transmitter location. I have reliable evidence of usable reception at a point some ninety miles from our transmitting site, in an easterly direction. Ours is the satisfaction of bringing new coverage to the Springfield area; because WWLP, with its G-E 12 KW Transmitter, for the first time in TV history has brought a Grade-A signal to the locality."

Well-Qualified G-E Men Run Los Angeles Office

Bob Walker, District Sales Manager and Charles Smith, District Representative, are well qualified to man the General Electric Broadcast Sales offices in Los Angeles.



Bob Walker

A native of Sacramento, Walker earned his BSEE at the University of California in 1936. He served as technician for Stations KRE, Berkeley, Cal., and KLIX, Oakland, Cal. In 1941, he joined General Electric as technician for KGEI, the International Broadcasting station of General Electric in San Francisco.

Walker was transferred to the G-E transmitter division in 1942 and supervised the installation of the first gun laying radar set in an experimental night fighter for the Douglas Aircraft Corp.

In October, 1945, Walker was made District Representative of Broadcast Sales in Cleveland and in 1950 was appointed District Sales Mgr. of Los Angeles.

C. E. Smith, a Virginian from Richmond, received his BSEE from VPI in 1950 and entered the General Electric test program for engineers. He was then assigned to the Broadcast Sales headquarters staff at Syracuse, N. Y. In January, 1952, Smith joined the Field Engineer staff and did installation of broadcast equipment.

C. E. Smith

Smith was appointed District Representative for the Los Angeles offices June 1, 1953.

Walker and Smith recently changed address and now maintain headquarters at Room 618, the Tishman Building, 3460 Wilshire Blvd., Los Angeles, Cal.

LAS VEGAS STARS OPEN NEVADA'S 1st TV OUTLET

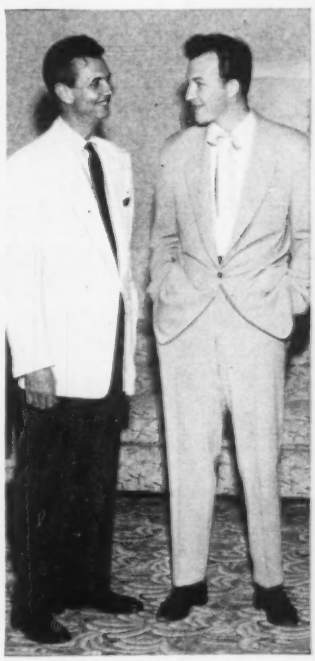
Station KLAS-TV, Model General Electric "Showcase", Transmitting at 5,000 watts

Station KLAS-TV, Las Vegas, Nevada was opened recently by a raft of top radio, stage, night club, screen and TV stars. Nevada's first TV outlet, it is a model G-E equipped "showcase" station and is transmitting at 5,000 watts of power over Channel 8.

Chet Lauck, "Abner" of radio's famed "Lum and Abner" conducted the gala premiere show. A few of the stars who appeared during the four-hour opening show were Gale Storm, Anna Maria Alberghetti, Herb Shriner, Frances Langford, Jon Hall and "Cee" Davidson and his orchestra.

Also on hand to formally welcome the station to Las Vegas were Nevada's governor Charles Russell, the state's lieutenant governor Clifford A. Jones, Las Vegas' mayor C. D. Baker and others.

KLAS-TV has network affiliations with CBS, ABC and Du Mont. President of the new video outlet is R. G. "Rube" Jolley and Secretary-Treasurer is Frederick G. Stoye. Jolley and Stoye are co-owners of KLAS radio in Las Vegas, a CBS outlet, also 100% G-E equipped. The studio and transmitter of the TV station are on the grounds of the Desert Inn Hotel.



Chet Lauck greets Herb Shriner at Station KLAS-TV Opening.

GENERAL ELECTRIC

it's here . . . NOW!

TV in CHARLESTON, W. VA.

with WKNA-TV

selling the rich multi-million dollar Charleston market!

The television gateway is now open to tap this rich, well-populated industrial market that spends over $620,000,000 annually. And your product or service gets tremendous consumer acceptance because of double network programming, and the fact that WKNA-TV is Charleston's own television station!

affiliated with ABC and DUMONT Television Networks

the personality station

Joe L. Smith, Jr., Incorporated
Represented nationally by **WEED TELEVISION**

Grace Gibson

on all accounts

EL PASO-born Grace Gibson in 1934 went to Sydney, Australia, on a six-months contract. Now owner of Grace Gibson Radio Productions and managing director of BAP (British Australian Programs) Recording Studios, that city, she returns to the U. S. only once every two or three years.

A true pioneer in her field, Miss Gibson's first job was with Freeman Lang Studios, Hollywood recording division of Radio Transcription Co. of America.

In 1933, a cable from A. E. Bennett, then managing director of station 2GB Sydney, proffered that initial contract.

Once "Down Under," she formed America Radio Transcription Agencies (now known as Artransa Pty Ltd.), a subsidiary of 2GB. At the outbreak of the war in 1941, Miss Gibson returned to Hollywood as managing director of Radio Transcription Co. of America. In 1944 she went back to Sydney to marry Irishman Randal (Ronnie) Parr.

When Mr. Parr, serving with the Australian Imperial Forces, left for Borneo, she formed her present production firm, now the largest independent one of its kind in Australia.

Averaging 30 quarter-hours weekly, Miss Gibson's library contains over 6,000 masters. Some of the American scripts to which she has secured Australian and New Zealand rights are *Night Beat, Dragnet, Dr. Paul* and *Aunt Mary*. The "whodunits" are played American, but she believes her audiences derive more enjoyment from the "soap operas" when the settings are de-localized.

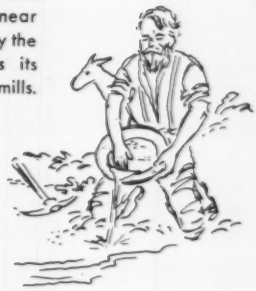
Her other programs, distributed to all English-speaking countries on a syndicated basis, are prepared by the firm's staff writers. Many in this category are adaptations of best-selling books, such as *Dinner at Antoine's, Frenchman's Creek*, and *Lady in the Lake*.

The outspoken Miss Gibson, long and advocate of tv for Australia, believes the added possibility of color may cause further delay.

But, not to be caught short, she has completed her pilot film in *Adventures of Al Munch*, half-hour tv series dealing with an American G. I. who remained in Australia after the war to become a private investigator.

She and her husband, now personnel manager of Consolidated Press, Sydney newspaper and magazine publishers, have an apartment overlooking the harbor in Elizabeth Bay section. While admitting cooking is her chief form of relaxation, Miss Gibson stamps herself a keen—but poor—golfer.

SPUN GOLD . . . The nation's first gold strike was made near Concord in 1799—but today the county spins and weaves its wealth in its great textile mills.



N

ut north "main street" n the Charlotte market

CONCORD, N.C.—as near to Charlotte as Dearborn to Detroit

Penetration of Charlotte's BIG 2 in Cabarrus County: WBT 85%—WBTV 51%

The artery of the Charlotte market is US 29—the "Main Street of the South"—which leads north to Concord and Cabarrus County with annual industrial payrolls exceeding 45 million dollars. WBT and WBTV reach north and south on "Main Street"—and in all directions out of Charlotte—to unify scores of industrial communities into a fabulous market of more than 1½ million people within a 50 mile radius. Only Charlotte's *big 2* have coverage to match the market.

WBT-WBTV

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio and Television Spot Sales

CHARLOTTE'S BIG 2 ARE PLUMB IN THE MIDDLE OF A FABULOUS MARKET

SALES DON'T STOP AT THE CITY LIMITS–

Neither does WVAM

Altoona's Only 1000 Watt Station

MOST POWERFUL

MOST POPULAR

Free or Fee?

EDITOR:

I was struck by the juxtaposition of your two editorials, "Sage Advice at Sun Valley" and "2,000 Tv Stations—Mirage or Gold-Mine" in the [Sept. 28] issue of B•T.

While your first editorial is not quite a blast against subscription tv, it does succeed in raising a big element of doubt about the value of this service to broadcasters.

Your second editorial then goes on to spell out in detail the economics that make subscription television a must for broadcasters almost everywhere. You pointed out that a secondary market that supports am or a weekly newspaper may prove too much of a risk for tv, and that uhf applicants are withdrawing from prime markets already well served by vhf. But you neglected to point out that if subscription tv were available to greatly increase the total revenue gained by any tv station in any market, the number of broadcasters in secondary markets and the number of successful uhf stations in primary markets would be greatly enlarged.

Another development of great economic interest is the rough sledding experienced when there is competition between stations in any given market. We saw little of this during the "freeze" because there were few places where severe competition existed. However, in our two seven-station markets (New York and Los Angeles) the going had been very rough, as evidenced by the number of money losing stations in these two markets reported by FCC.

The same economic problems caused by seven stations each in the major markets of New York and Los Angeles will be repeated in the Pittsburghs and Milwaukees, to say nothing of smaller cities, when the number of stations in these markets is multiplied. They will need more than advertising revenue to support them. . . .

I do not see how anybody can believe that the supplementing of sponsored programs with subscription programs is going to bring about a great change in the historic concept and practice of broadcasting in the United States, any more than the Pennsylvania Turnpike has changed the concept and practice of free state roads.

E. F. McDonald Jr., President
Zenith Radio Corp., Chicago

Multiple Affiliation

EDITOR:

A long time ago we learned the hard way that considerable distance separated us from the ivory towers on Madison Avenue. The news has finally reached the Deep South that certain high channel television stations were having difficulty making network affiliations.

We have the only ultra station in Columbus, but we understand that our competitors have been given a grant for one of the old fashioned vhf deals. The point is, we have affiliations with NBC, CBS, ABC and DuMont, and I can't understand this network affiliation noise. Are there any other television networks in business? If so, kindly send necessary addresses.

Allen M. Woodall, Pres.
WDAK-TV Columbus, Ga.

Aftermath

EDITOR:

The letters published in your magazine have been brought to my attention and since this is the first time (I think) that anyone has sent programs made for one station and one station alone, and sent them on approval, I thought you might like to know the results of the enterprise. These tapes were made and sent to about 560 stations all over the country with the hope that they could be sold to a local sponsor for our mutual benefit. Some stations did this and sent very kind letters of appreciation. The one thing that I didn't expect was for any of them to be mad about the chance to take it or leave it . . .

If you wish to publish part of this letter please be sure to include my denial that we told or suggested to the boys that they write or call home. We did not do anything of the sort.

All of the radio men that I talked with, before the Jamboree, thought that it was a terrific idea and that the percentage of acceptance would be at least 50% or certainly enough to cover the cost of making the tape . . .

John P. Elden
Elden Enterprises
Laguna Beach, Calif.

[EDITOR'S NOTE: Mr. Elden refers to complaints from broadcasters who objected to his technique of sending stations, without advance notice, taped interviews with boys attending the recent Boy Scouts Jamboree. Some stations reported that families of Scouts had been told by the boys to listen for the shows on local stations. B•T is glad to publish Mr. Elden's denial that such pressure was intentional.]

B•T On the Air

EDITOR:

We frequently devote five-minute or even fifteen-minute periods to discussion of program highlights and personalities, and to stories of general interest about the radio industry. There has been more favorable comment on these behind-the-scenes chats than we'd anticipated.

From time to time I read articles in B•T which would be ideal for inclusion on such programs. An example is "Should Music Be Heard and Not Seen?" by Dr. Frank Black, in B•T of May 11, 1953, page 81. May we have your permission to broadcast this article? (WCAL is a non-commercial educational station.) May we also quote from "ABC of Radio and Television" which appeared on pp. 78-91 March 30, 1953? May we feel free to use, with credit, similar articles from other issues?

Thanks for a fine magazine. . .

James V. Anderson, Progr. Dir
WCAL Northfield, Minn.

[EDITOR'S NOTE: Permission granted.]

Individual Listening

EDITOR:

I was very much interested in the editorial "Shortchanging Radio" published in your Sept. 14 issue. This editorial points out that radio listening is becoming "individual listening" and that the audience should be measured in terms of individuals rather than families.

It is easy to understand why radio, as an advertising medium, would desire a type of audience measurement which would inevitably produce *higher figures.* I'm afraid, however, that there is a tendency to overlook one important factor in this connection, *viz.,* that as radio listening becomes more "individual," the number of listeners *per family* necessarily decreases. Therefore, if ratings were computed today on an individual basis, *i.e.,* by multiplying number of families reached by number of persons listening per family, the results would probably be quite disappointing—in comparison with the anticipations of most people in the industry.

This is not to say that there would not be

Everybody in TV is talking ABC

and no wonder

ARLENE DAHL, Fri. 8:30 p.m.
JAMIE, Mon 7:30 p.m.
THE UNITED STATES STEEL HOUR, Opening show: "P.O.W."
DANNY THOMAS, Tues. 9 p.m.

Here it is . . . the new fall line-up on ABC

Thurs. 8 p.m., BUD COLLYER
Sat. 7 p.m., PAUL WHITEMAN
Thurs. 8:30 p.m., RAY BOLGER
Fri. 7:30 p.m., STU ERWIN
Sun. 9:30 p.m., PETER POTTER
Tues. 7:30 p.m., CAVALCADE OF AMERICA

BC Television. We promised you new shows, new

XUM

BILL STERN, ABC-TV sports
SATURDAY NIGHT FIGHTS, 9 p.m.
NOTRE DAME FOOTBALL AND FRANK LEAHY, Sun. 7:30 p.m.
OZZIE & HARRIET, Fri. 8 p.m.
KRAFT TELEVISION THEATRE, Thurs. 9:30 p.m.

stars . . . new excitement on ABC. But even

Mon.—Fri. 4 p.m., DENNIS JAMES
Thurs. 9 p.m., DOTTY MACK
Sun. 6:30 p.m., THE GEORGE JESSEL SHOW
Mon. 8 p.m., SKY KING
Sat. 7:30 p.m., LEAVE IT TO THE GIRLS
Fri. 9. p.m., PAUL HARTMAN

we never thought things would happen so fast

ROBERT Q. LEWIS, Tues. 10:30 p.m.
JOHN DALY, Mon.—Fri. 7:15 p.m.
TOOTSIE HIPPODROME, Sat. 10 a.m.
THE LONE RANGER, Thurs. 7:30 p.m.
SUPER CIRCUS, Sun. 5 p.m.
SMILIN' ED McCONNELL, Sat. 10:30 a.m.
SPACE PATROL, Sat. 11 a.m.

(or so big). Now, the critics are talking . . .

Fri. 9:30 p.m., THE COMEBACK STORY
Sun. 7 p.m., ART BAKER
Sun. 9:15 p.m., ORCHID AWARD
Mon.–Fri. 4:30 p.m., ERN WESTMORE
Wed. 7:30 p.m., TOM CONWAY
Sun. 9 p.m., WALTER WINCHELL

the viewers are talking . . . <u>everybody's</u> talking ABC!

And look who's talking to America on ABC Television:

American Chicle
American Cigarette & Cigar Co.
American Home Products
American Tobacco Company
Armour & Co.
Bayuk-Phillies Cigars
B. B. Rolrite Pen
Bristol-Myers
Brown Shoes
Carter Products
Derby Foods
Duffy-Mott
DuPont
Ekco
Ex-Lax
Gemex Watch Bands
General Mills
Gruen Watches
Hazel Bishop
Hotpoint
S. C. Johnson
Kellogg's
Kraft Foods
Listerine
Mars Candy
Pepsi-Cola
Ralston-Purina
Sealy Mattress
Skippy Peanut Butter
Speidel Watch Bands
Standard Oil of Indiana
Sterling Drug
Super Kem-tone & Kem Glo
C. A. Swanson Company
Thor
Tootsie Rolls
United States Steel
Viceroy Cigarettes

AMERICAN BROADCASTING COMPANY

some practical value in a measurement of individuals. However, it is one thing to *talk* and *write* about such measurements, and quite another thing to actually develop techniques which render them practical both from a research and an economical standpoint. . . .

I'm sure you will agree that, if individual audiences are to be measured, some very unique method will have to be developed, and that it probably will not take the form of an individual Audimeter strapped onto the back of each individual! It may encourage you to learn that A. C. Nielsen Co. is working very hard on this problem, making good progress and has every expectation of offering a commercial service of this type in the near future. . . .

A. C. Nielsen, President
A. C. Nielsen Co., Chicago

On the Schedule

EDITOR:

Your listing of stations scheduled for the Goodrich week-end driving campaign (page 9, October 5) did not include KPRC. We did get this schedule too, and since Goodrich was obviously buying top-rank stations, this omission might work to our disadvantage.

Jack McGrew, Asst. Mgr.
KPRC Houston, Tex.

Self-Service

EDITOR:

On Sept. 25, WCUM set a precedent in this area for selling radio by devoting an entire football broadcast to publicizing radio selling.

Turning down sponsors for the game, WCUM elected to use all of the regular commercial time to promote how radio can sell in its area.

We feel this was a most unique way of using a top-notch broadcast to merchandise the business that we are in. So far, all reports have been favorable.

Malcolm A. Campbell Jr.
Station Manager
WCUM Cumberland, Md.

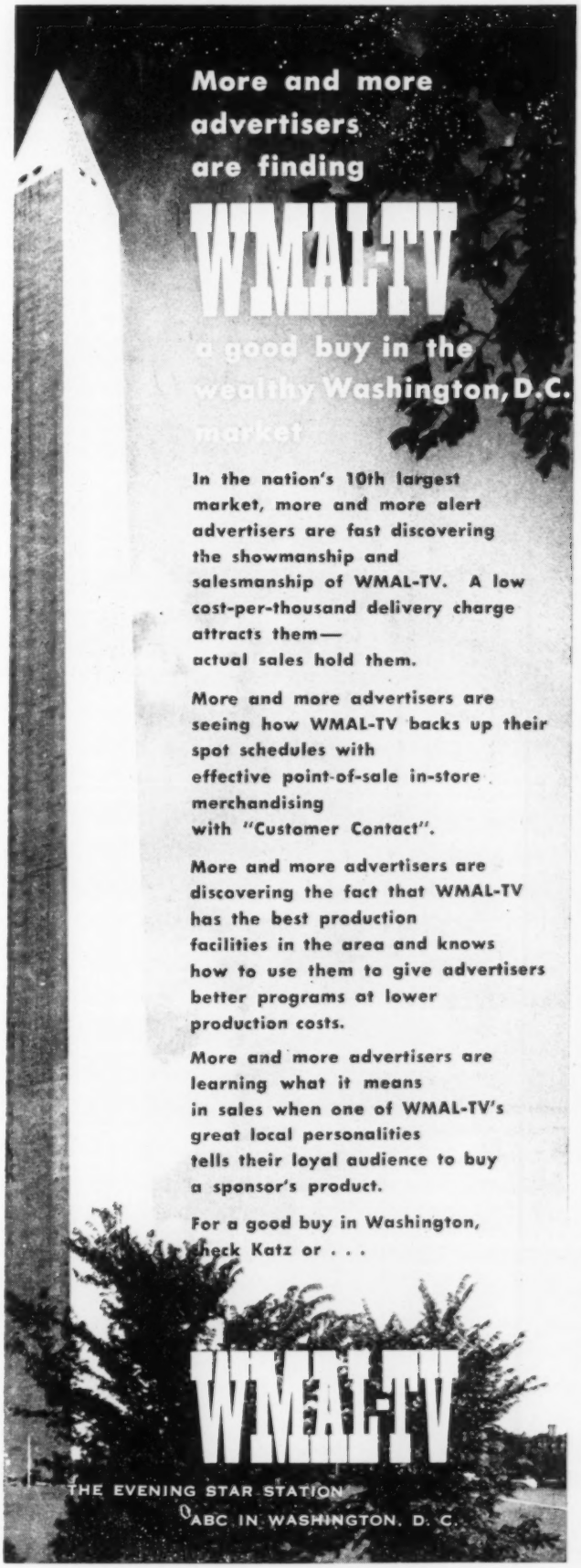
Testimonial

EDITOR:

I thought you would be interested in knowing that each day when I use the new 1953-54 TELECASTING YEARBOOK-MARKETBOOK (which arrived on Glenn Dolberg's desk early this week) I just want to bless you for it. This book is used by me for my work each day and since I put it to good use the day it arrived, I marvel at the very valuable information it contains.

Your alphabetized listing of television stations in the United States by call letters has proved extremely helpful. The listing of personnel for each station, plus the date the station started operation and even the information you have provided us with of those stations which have not as yet taken the air, has been of such great assistance to me, that I would like to fill this note with glowing adjectives of praise to all those people who have made this book possible.

Joan Shields, Secy. to Glenn Dolberg
Broadcast Music Inc.,
New York City


More and more advertisers are finding
WMAL-TV
a good buy in the wealthy Washington, D.C. market
In the nation's 10th largest market, more and more alert advertisers are fast discovering the showmanship and salesmanship of WMAL-TV. A low cost-per-thousand delivery charge attracts them— actual sales hold them.
More and more advertisers are seeing how WMAL-TV backs up their spot schedules with effective point-of-sale in-store merchandising with "Customer Contact".
More and more advertisers are discovering the fact that WMAL-TV has the best production facilities in the area and knows how to use them to give advertisers better programs at lower production costs.
More and more advertisers are learning what it means in sales when one of WMAL-TV's great local personalities tells their loyal audience to buy a sponsor's product.
For a good buy in Washington, check Katz or . . .
WMAL-TV
THE EVENING STAR STATION
ABC IN WASHINGTON, D. C.

First in Philadelphia with

MAXIMUM POWER

on LOW-BAND VHF!

WFIL-TV

CHANNEL 6

The greatest coverage . . . the best reception . . . of any TV station in the Greater Philadelphia Market!

WFIL-TV now offers 4 to 5 times the power of any other Philadelphia TV station . . . plus the greater reach and penetration of *low band VHF.*

With *Maximum Power,* WFIL-TV gives you intensive coverage of Philadelphia and the growing Delaware Valley . . . *plus* top-quality, one-station coverage of rich bonus markets like Lancaster, Atlantic City, Trenton, Bethlehem, Allentown, Reading, Wilmington . . . *at no extra cost!* It's the biggest buy in television today.

WFIL-TV Congratulates ABC-TV . . .

for great new programming that adds creative importance to the technical achievements of MAXIMUM POWER.

Better Buy WFIL-TV *a Better Buy than Ever!*

MAXIMUM POWER on LOW BAND VHF

The Philadelphia Inquirer STATION . . . ABC and DUMONT NETWORKS . . . Represented by THE KATZ AGENCY

BROADCASTING TELECASTING

October 12, 1953 Vol. 45, No. 15

CBS MAKES ITS MOVE IN COMPATIBLE COLOR RACE

Unveiling of CBS-Colortron—'revolutionary, low cost, vastly improved' color tube—and other gear marks bid to take the lead from RCA. New York demonstration shows some 'imperfections', but CBS is confident they are minor and can be ironed out.

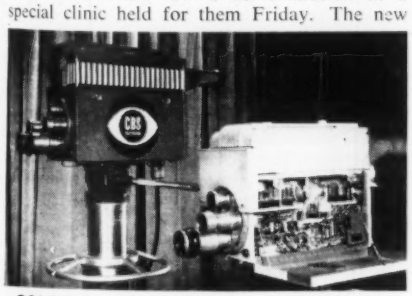
THE color television race between RCA and CBS picked up sharply last week as CBS unveiled a "revolutionary, low-cost and vastly improved" color tv picture tube and assorted new pickup and receiving equipment which it claimed will speed the advent of compatible color television on a national scale through lower cost and better operation.

RCA countered that the CBS color picture tube, named the "CBS-Colortron," employs the basic principles of the RCA tri-color tube and —"if it functions satisfactorily"—should work in the RCA-developed compatible color receiver (see story page 37). There was no immediate RCA comment on the other CBS developments, which were not revealed until Thursday afternoon, two and a half days after the CBS-Colortron was announced.

Lower Costs to Advertisers

CBS maintained its developments not only would clear the way for less expensive color transmitting and receiving equipment but also for "substantially lower" costs to advertisers using color shows, resulting overall in "greater and more rapid growth of network color television programs."

The developments were demonstrated at a news conference at New York's Waldorf-Astoria Thursday in a special half-hour network broadcast which left observers pointing out a number of "imperfections" in color reproduction but found CBS officials both publicly and privately confident that any imperfections that did exist can and will be eliminated. CBS-TV affiliates saw a demonstration at a special clinic held for them Friday. The new equipment included:



COLOR camera at right is comparable in size to the standard black-and-white tv camera shown at left. The color tv camera is the new Chromacoder developed by CBS Labs Division and basically reflects further refinement of the field sequential camera which has been in operation since 1946. It contains one orthicon image tube and is portable for remote pick ups.

The CBS-Colortron picture tube, which officials said would cost about 30% more than a comparable black-and-white tube by late 1955.

CBS-Columbia compatible color tv sets. Authorities said the first models with 15-in. tubes would cost about $1,000 but that this price would be cut "at least" 40%—to around $600—by "somewhere around the end of 1955 or early 1956," through lowered tube costs in mass production, plus other economies in circuitry and manufacturing. Officials said work on 21-in. tubes was already in progress but that it was too early to estimate costs of sets employing this or larger sizes.

New "Chromacoder" pickup equipment, including a color camera the same size as a black-and-white camera and containing only one image orthicon tube as contrasted with existing color cameras requiring three tubes.

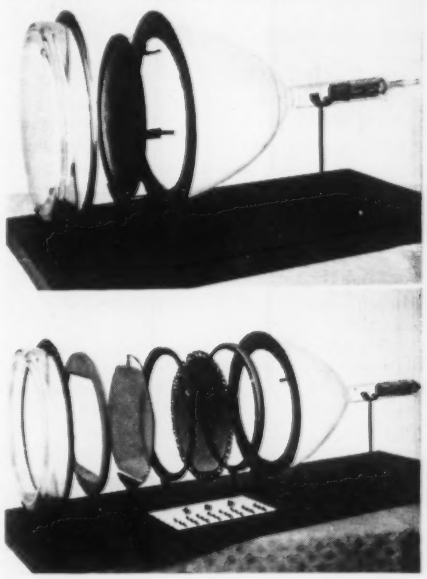
The Chromacoder system—in which the camera picks up the scene in CBS' old field-sequential color, after which the Chromacoder translates it into the NTSC-approved system of color before the signals go out on the air—was hailed by CBS as insuring greater maneuverability of the camera, providing stable color pictures, being easier and less expensive to operate and maintain, being readily usable for outdoor and remote broadcasts, providing better black-and-white pictures, and simplifying and making better television recordings.

Operation Cost Less

For a network using 100 cameras in two main cities, CBS said its new camera equipment can be installed for $3,809,200 less than existing three-tube camera gear and operated for $6 million less per year. For a "large-market" tv station with eight cameras the original cost of the CBS camera equipment was placed at $238,700 less than three-tube camera equipment and annual operating costs at $267,640 less. For a medium-market station with four cameras, original cost in the case of the CBS camera system was said to be $93,500 less expensive and annual operating costs $132,500 less expensive.

CBS said its cost figures were "based on the current price of $65,000 for the three-tube color camera, $30,000 for the Chromacorder camera, and $34,000 for the Chromacorder (usable with any number of Chromacoder cameras)."

Dr. Frank Stanton, CBS president, who presided at the demonstration, said CBS definitely would license other manufacturers to make the new CBS-developed equipment and, in answer to another question, said he would welcome an industry patent pool because he thought it would be more democratic than having most patents in the hands of a single manufacturer. He said he "imagined" CBS would benefit financially from issuing patent licenses to other manufacturers, but that it expected the bulk of its revenues from the new developments to come from its own manufacture and sales.



CBS compares its CBS-Colortron tube (at top) with its claimed fewer parts to the planar mask tube (at bottom) which the illustration shows has more parts to its assembly. This simplification, according to CBS, means a mass produced tube for home color receivers at a lower cost. The 21-inch, rectangular shaped tube can be mass produced at 30% more than comparative black-and-white tube production costs, CBS said. Producer is CBS-Hytron, division of CBS Inc.

Officials said CBS-Columbia, set manufacturing subsidiary of CBS, would start pilot line production within 30 days after FCC approves the proposed compatible color standards and that mass production will get under way about 120 days following FCC approval. CBS-Hytron, tube manufacturing division of CBS, was said to be preparing to make the first CBS-Colortron picture tubes available to set manufacturers this fall. Authorities reported the company's Newburyport, Mass., plant would be in pilot production of the tubes by February and that the first production unit of its new Kalamazoo plant should be in swing by next September, capable of turning out 15,000 tubes a month.

The full-dress color broadcast presented Thursday—a half-hour live show with Ed Sullivan as m.c.—left many feeling a number of "imperfections" remained to be cleared up.

There were three groups of receivers, one

black-and-white and one color set in each group to permit easy comparisons.

Throughout much of the program the pictures on two of the color sets carried a greenish cast, while the other appeared to have a pinkish hue. Observers complained afterward of seemingly faulty definition in the color pictures at times, and also of the occasional presence of a vertical band of color through some of the pictures. Flesh tones, especially in the closeups, tended toward pink.

The "imperfections" seemed to many to be more noticeable in the outdoor shots, though it was felt that President Stanton may have hit upon at least part of the answer when he pointed out, in connection with the color reproduction of the trees, that summer greens are gone and autumn hues now dominate.

On the other hand, the color reproduction in several numbers—a comedy dance number, a magician's act, and a production number featuring a girl vocalist, for example—were generally agreed to be both faithful and strikingly effective.

"Bugs" Would Be Eliminated

In any event, CBS authorities voiced confidence that any "bugs" that remained would be successfully eliminated. President Stanton, asked specifically whether he felt "the imperfections" could be corrected, replied: "Ultimately, absolutely."

"If there were imperfections we don't consider them serious," he added, noting also that he had seen instances of poor technical performance in black-and-white television, too.

Dr. Peter C. Goldmark, vice president and head of the CBS Labs Div., under whose direction the new pick-up equipment was developed, said he was pleased when a questioner said he saw certain imperfections on some occasions and not on others. This, Dr. Goldmark observed, showed it was not the system that was at fault.

It also was brought out that color shadings can be changed by the set owner via the color control knob on the receiver, and that repairmen can make whatever adjustments may be necessary to bring the colors into balance. In the latter case, however, Dr. Goldmark said he hoped the quality of the equipment would be made so uniform that such adjustments would not be necessary.

Whatever the criticisms that were directed at the color performance, it was generally agreed that the black-and-white reproduction of the colorcast was excellent.

Opening the Thursday demonstration—there had been a prior showing of the new picture tube on Monday at CBS-Hytron's Danvers, Mass., plant—Dr. Stanton said "we are presenting our latest developments in the four major fields of color television—pick-up equipment, color tubes, color receivers, and network programming. The demonstration in these four areas represents a long step forward, utilizing our 13 years of experience and leadership in color television in order to help make the compatible NTSC color system a practical reality."

He continued:

"For our inauguration of NTSC color television, we have been unwilling to use as a base any techniques comparable to the primitive stage of black-and-white television at its inception 12 years ago, when pick-up equipment was crude, inflexible and unwieldy, and when only a few people could buy receivers at all—and then only with small screens.

"Instead, we are determined to start color television at the same high level which black-and-white television has now reached, adapting modern-day television and all its developments to color broadcasting and to home reception through the best possible receivers at the lowest possible price."

The CBS-Colortron was described as opening the way for achieving the latter goal, while the new pick-up equipment was said to mean "large economies for broadcasters as well as more extensive color programming at an earlier date."

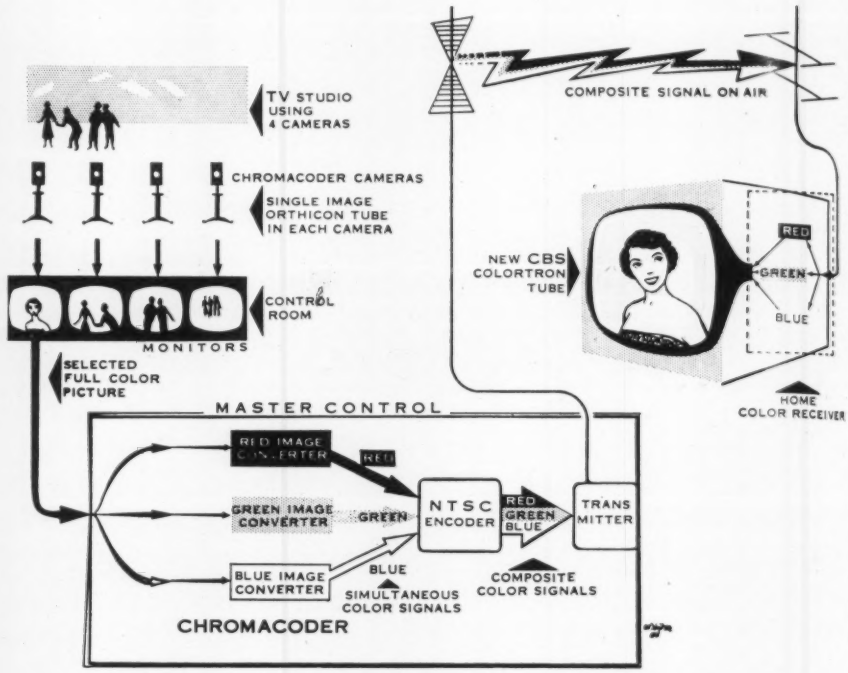
Of CBS-TV's own color broadcasting plans, officials said some 20 of the network's affiliates had ordered color transmission equipment and that they should receive this by about next April, so that until then most of CBS-TV's colorcasting will be done in the New York area. But as stations get their equipment, CBS-TV color programming will gradually be expanded, at the outset probably concentrating most on daytime programs in order to be of greatest service to set dealers and distributors.

Dr. Stanton said he felt that ultimately most tv programming will be done in color, though a few shows—for instance newscasts relying on black-and-white film—might be carried in monochrome.

It also was reported that CBS has ordered equipment for carrying network color shows for its owned stations in Chicago and Los Angeles, WBBM-TV and KNXT (TV), respectively.

Discussing the new CBS-Colortron picture tube, CBS contrasted it to the so-called planar-mask tube as follows:

"The planar-mask tube presents its picture on a flat glass plate, containing 250,000 phosphor triads, placed there by a silk-screen printing process. Behind the flat glass plate is



This is how CBS plans to bring color tv on compatible standards into the home with use of its new equipment. Starting at top left, four Chromacoder cameras (more or less can be used) pick up pictures which are shown on monitors in the control room. The picture selected is fed into the master control where the Chromacoder converts its sequential red, green and blue images into composite color signals for transmission. The signal then goes out on the air (top right) and is received in the home receiver equipped with the CBS Colortron tube.

NETWORKS SET FOR COLOR TEST THURSDAY

CBS, DuMont and NBC each will originate a part of the compatible color demonstration to be presented to the FCC and others Thursday at New York's Waldorf-Astoria Hotel under the auspices of the National Television System Committee, all-industry group which has asked the FCC to authorize commercial telecasting of its compatible color system.

Outdoor Shots

CBS will present two out-door pickups: A panorama view of New York from the roof of the CBS Bldg. at 485 Madison Ave. and a garden sequence from the grounds of the Museum of Modern Art.

NBC's part of the program will be a 20-minute studio presentation, with Nanette Fabray, the Hit Parade Dancers and *Kukla Fran and Ollie*. NBC also will provide the picture that will be sent to Washington and back via an AT&T coaxial cable and microwave relay.

DuMont will broadcast color slides—a spectrum, test patterns and Kodachrome pictures provided by Eastman Kodak Co.—via uhf, to show that the compatible color system advocated by NTSC operates as well in uhf as in vhf.

The complete demonstration, scheduled to start at noon and conclude at 2 p.m., will be witnessed on specially installed color sets in the Waldorf's Starlight Roof.

Meanwhile, the FCC last week dismissed as "paper systems" the comments filed last month by Otto Luther and Marshall Soghoian and S. L. Cooke Jr. [B•T, Sept. 28, 14]. Mr. Luther suggested a 3-D tv system and Messrs. Soghoian and Cooke a "window" method of securing color. The Commission called attention to its criteria for considering new color systems—including field tests, receiver availability, etc.

a stretched metal mask. It, too, is flat and has the same number of tiny holes in it as there are phosphor triads on the flat glass picture plate. A spacer frame keeps the metal mask tightly stretched, at an equal distance from the flat glass plate, and also holds the mask, arranged through careful and painstaking effort, so that all of its holes are kept in perfect register with the corresponding phosphor dots on the glass plate. These three units are then bolted tightly together. This complex subassembly weighing six pounds for a 15-in. circular tube is finally placed within the tube and an additional piece of glass, a face plate, must be sealed in over it to maintain a perfect vacuum in the bulb.

Face Plate Supports Dots

"The CBS-Colortron tube, like its black-and-white counterpart, uses a curved glass face plate which supports the phosphor dots. The phosphor dots are placed directly on the curved glass face plate by a new photographic technique which is similar to photoengraving. This technique simplifies the problems of having to register the mask with the face plate, since each mask is used as an individual negative from which the phosphors are printed on the face plate. This mask, behind the face plate, consists of a thin, curved, perforated metal sheet with spring clips to hold it in place as it is mounted on simple bosses, or hemispheres, which are raised points of glass molded around the edges of the face plate, beyond the picture area. The face plate itself serves to close the bulb, just as in a black-and-white tube."

On hand to answer questions with Dr. Stanton were Bruce Coffin, president of CBS-Hytron; David Cogan, president of CBS-Columbia; J. L. Van Volkenburg, president of CBS-TV; Dr. Goldmark, and Richard Salant, vice president of CBS Inc., who led the CBS presentation on color before the FCC and has been prominently identified with the legal aspects of CBS' color activities since that time.

The Thursday color broadcast included outdoor pickups featuring Gene Autry and members of the rodeo cast currently appearing in New York, and studio numbers by Carmen Miranda, Gwen Verdun, dancing star of the Broadway musical, "Can-Can;" Nancy Crompton, ballerina; Kajar, the magician; songstress Polly Bergen, and a group of gaily dressed miniature figures of Metropolitan Opera stars. Jerry Danzig, producer-in-charge of color programs for CBS-TV, was executive producer for the show, called *Eye Opener;* Mr. Sullivan and Marlo Lewis, executive producer of variety programs, were producers, and John Wray and Jerome Shaw were co-directors. Carlton Winckler, CBS-TV production manager, was production coordinator, and Charles Lisanby and Richard Jackson, staff designers, created the sets.

SAYS RCA'S ANDERSON: CBS COLOR TUBE IS MERE ADOPTION OF RCA'S OWN SYSTEM

RCA licensees hear Ewen C. Anderson, commercial vice president, disclaim anything revolutionary about the system CBS announced last week. He also states there is no 'NTSC color system'—only 'standards'—and that RCA's method is its own.

RCA reacted to CBS' announcement of its development of a "revolutionary, low-cost and vastly improved color television picture tube" (see story page 35) with a statement that its arch rival in the color tv race "has finally come around to adopting RCA's type of color tube. . . ."

The statement was made by Ewen C. Anderson, RCA vice president in charge of the commercial department, who presided over a symposium of RCA licensees Wednesday, at which time RCA gave full details of design and performance of its basic color television receiver to engineers representing "virtually all tv set manufacturers." RCA's announcement said this move was "believed to have few precedents in competitive industry."

No 'NTSC System'

Mr. Anderson, who also emphasized that he knew of no "NTSC color system"—the label popularly pinned on the proposals made to FCC by the National Television System Committee—and at the same time expressed hope that RCA would beat its pledge to have color sets in production six to nine months after FCC approval—had this to say about CBS, which he did not call by name:

"RCA has read with some interest that another company—a company which, by the way, went all out for incompatible color and said that compatible color was impractical—has finally come around to adopting RCA's type of color tube with three guns, and using a shadow mask with all the holes. As we read the information released by that company the only difference is that the phosphor dots are on the rear of the face plate instead of on a separate plate directly behind the face plate.

"Following RCA's lead in adopting a 15-inch glass envelope, this tube is also enclosed in a 15-inch glass bulb and uses the principle of a face plate sealed in with metal rings. As this tube uses the basic principles of the RCA tri-color tube it should—if it functions satisfactorily—work in the all-electronic compatible color receiver developed by RCA and which we have told you about today."

The symposium, held Wednesday at the Waldorf-Astoria in New York and attended by some 250 representatives of the tv industry, was similar to the one conducted on the RCA tri-color tube last July.

"I know that you probably want as much information as is available at the earliest possible time in order to meet your respective schedules for getting color receivers to the public," Mr. Anderson told the group. "Therefore, it appeared desirable to hold this meeting now—well in advance of our planned production information program—in order that you may have available color receiver information you might not already possess."

RCA Victor Division offered to supply tv set makers with a limited quantity of developmental kits containing specially designed tubes and parts needed in the RCA compatible color system. Items include a complete developmental RCA tri-color picture tube, specially designed receiver tubes, developmental transformers, coils and other associated equipment.

Of the use of the term "NTSC color system" Mr. Anderson had this to say:

"In supplying you with such information [about the RCA color set], I would call your attention to the fact that we are making no representations concerning inventions of others, if any.

"In this connection, you have heard much of a so-called NTSC color system. We do not know of any NTSC color system. NTSC, which is comprised of scientists and engineers of virtually the entire television industry, has unanimously agreed on certain signal specifications and recommended them to the FCC as standards for color tv broadcasting. If the FCC adopts these standards they will become FCC standards, just as the NTSC standards for black-and-white tv became the FCC standards under which we operate today.

System is Solely RCA's

"We call the apparatus we use—as distinguished from the signal specifications—the RCA compatible color system. The RCA color system operates on the standards recommended by the NTSC. And we participated in the development of these standards and joined in recommending that the FCC adopt them. We have no doubt that American ingenuity will from time to time devise new and improved apparatus which will also operate on these same standards."

Mr. Anderson voiced pride in RCA's part in the development of color: "Our achievements in color represent hundreds of man-years of work by outstanding electronic engineers, and tens of millions of dollars of investment. We feel that the time and money already spent, and the large amount that will be spent in placing this new service before the public, represent a sound investment in insurance, covering the future success of this industry.

"We strongly believe in the economic and social importance of a compatible system of color television, and we believe that this new service to the public will enable the electronics industry to repeat the success story of black-and-white television."

In addition to information on the design and performance of the RCA basic color set, the licensees also were given data on the progress of color equipment for stations, NBC's programming and networking plans, RCA Service Co. activities to help prepare the industry to meet color tv servicing problems, and the RCA Industry Service Lab's efforts to help the industry over technical hurdles.

Not Impressed Says Press

"DISAPPOINTING" was the term used by most New York radio-tv correspondents who viewed the CBS demonstration of its tri-color tube and Chromacoder system of studio equipment last week.

Jack Gould, *The New York Times,* said: "The show and color were about on a par; not very good . . . yesterday's pictures in different hues were substantially below the quality of the tinted images transmitted by the Radio Corporation of America in several tests. There was nothing like the same richness or color texture, delicate shadings and definition."

Joseph M. Guilfoyle, *Wall Street Journal,* said: "The quality of the color generally was poor. It lacked sharpness and frequently the tints had a drab, washed-out appearance. Certain colors—blue and green especially—ran into the other hues willy-nilly . . . Flesh tones were extremely poor."

Gene Smith, *New York Herald Tribune,* mentioned the "hazy" black and white images on the color sets when tuned to regular monochrome telecasts.

BOTH RADIO-TV GET CHUNK OF LATEST NETWORK SALES

Week's timebuying scoreboard shows three major advertisers buying radio, four taking tv, and one shifting a video show from one network to two others.

NETWORK radio and television shared almost equally in last week's timebuying action, which saw seven advertisers purchasing net availabilities while one major sponsor transferred its product from CBS-TV to NBC-TV and DuMont.

In a business survey, B•T found that three clients, Plymouth, Lanolin Plus, and Stewart-Warner, were buying radio network time, with Toni Co., Consolidated Royal Co., Pan-American Airways and General Mills enlisting for network tv. R. J. Reynolds Tobacco Co. shifted *Man Against Crime* from CBS-TV to NBC Television and DuMont.

Plymouth Motor Corp., a division of Chrysler Corp., Detroit, on behalf of its 1954 automobiles, will sponsor six CBS Radio half-hours for one week only, yesterday (Sunday) through Thursday. The programs are sustaining shows on the network and include: *Escape*, 10-10:30 p.m. Sunday; *Junior Miss*, 7:30-45 p.m. Monday; *Cathy & Elliot Lewis on Stage*, 9-9:30 p.m. Wednesday; *Crime Classics*, 9:30-10 p.m. Wednesday, and *Rogers of the Gazette*, 8:30-9 p.m. Thursday. N. W. Ayer & Son, New York, is the agency.

Starts 'Bergen-McCarthy'

Consolidated Cosmetics, for Lanolin Plus, launched sponsorship of CBS Radio's *Edgar Bergen-Charlie McCarthy Show* yesterday (Sunday, 9:30-10 p.m.) on an alternate-week basis. BBDO Chicago, is the agency.

Stewart-Warner Corp., for Alemite, Chicago, has purchased John Cameron Swayze newscasts on NBC Radio three times weekly: Tuesday, Thursday and Friday, 9:30-35 p.m. The program is entitled *Alemite News With John Cameron Swayze* and will start Oct. 20. Contract for the full NBC network was placed for 52 weeks through the MacFarland Aveyard Agency, Chicago.

Pan-American Airways will become the alternate sponsor of *Meet the Press*, owned by Lawrence Spivak, early in January (Sunday, 6-6:30 p.m.) on NBC-TV [B•T, Sept. 14]. Revere Copper & Brass Inc., New York, is the other sponsor of the program. J. Walter Thompson, New York, is agency for Pan-American.

Buy Daytime Serial

General Mills and Toni Co. will sponsor *Valiant Lady*, a new five times weekly daytime serial on CBS-TV, starting today. Program is seen from 12 noon to 12:15 p.m. Monday through Friday. Dancer-Fitzgerald-Sample, Chicago, is the agency for General Mills, which will underwrite the Monday, Wednesday and Friday portions of the show, and Leo Burnett Co., Chicago, is the agency for Toni, which will sponsor the Tuesday and Thursday periods.

Consolidated Royal Chemical Corp. (Liquinet and Krank shave cream) will sponsor *Arthur Murray Dance Party* on NBC-TV (Monday, 7:30-45 p.m.) effective Oct. 19. The program was last seen on CBS-TV, underwritten by Bristol-Myers for a summer season. Dancer-Fitzgerald-Sample, Chicago, is the agency for Consolidated.

R. J. Reynolds Tobacco Co. shifted its *Man Against Crime* show from CBS-TV (Wednesdays, 9:30-10 p.m.) to NBC-TV and DuMont. Use of two networks for the same show was attributed to the station clearance problem. DuMont will carry the show Sundays at 10:30-11 p.m. in New York and 10 other markets while NBC-TV will place the filmed series on its stations in other markets at 10:30-11 p.m. Sundays. The program is now in its fifth year. William Esty Co., New York, is the agency that placed the 52-week contract on both networks.

GEMEX Watchband Co. and George Jessel make final the arrangements for *The George Jessel Show*, which made its initial telecast on ABC-TV last month. Pactmakers at Gemex's New Jersey plant are (l to r): Seated, Gemex executives William Swartman, sales and advertising director; R. F. Boehm, assistant treasurer; Eugen Prestinari, president; Mr. Jessel; William Lichtenfels, partner-vice president; Carl Lichtenfels, advertising manager; standing, Mayor F. Edward Biertuemfel of Union, N. J.; Stan Smith, ABC-TV eastern sales manager, and Willard A. Pleuthner, vice president, BBDO, agency for Gemex.

Appeal Filed Seeking Dismissal Of Court Ruling in Jones Suit

AN appeal was presented before the New York State Court of Appeals in Albany Wednesday to set aside a $300,167 judgment against Scheideler, Beck & Werner and eight former employes of Duane Jones & Co. for alleged pirating of the Jones' agency accounts and personnel [B•T, May 18]. The six-man court reserved decision after hearing argument by opposing counsel. It is the state's highest tribunal.

The judgment originally was handed down in a jury verdict on Oct. 28, 1952, in New York State Supreme Court in favor of the plaintiff, Duane Jones & Co. The decision was affirmed by a 3-2 vote of the appellate division of the New York State Supreme Court on May 11.

In a separate action, counsel for Duane Jones & Co. filed an appeal with New York State Court of Appeals against relieving Robert Hayes, formerly president of Duane Jones & Co., and Frank G. Burke Jr., treasurer of Manhattan Soap Co., from the judgment. Though Messrs. Burke and Hayes were named in the original complaint, they were released by the decision of the appellate division last May on the contention they did not benefit from the results of the alleged conspiracy.

RATE CARD ALLERGY OVERCOMES EIGHT

NOW-I've-Seen-Everything-Dept.:

Book House for Children will gladly supply radio stations with a free story booklet, "The Little Engine That Could," so they can pull in "more listener mail."

"What radio station isn't anxious to pull mail what with having to buck television today," suggests Donna D. Guyer, public relations director of Book House for Children, in a letter to stations. She writes that the engine story is "educational" and "very worthwhile."

Veterans of Foreign Wars Post No. 3103, Fredericksburg, Va., sponsoring a fund-raising contest, will give stations 25% of the contents of envelopes containing contest entries and donations.

For every listener who sends $1 to a station for a sample of Soriasin Lotion, the station keeps the $1 and merely sends names and addresses, according to Henry J. Kaufman & Assoc., Washington, D. C., agency. Soriasin is for relief of psoriasis sufferers, who "are often shunned and jobs, marriage, happiness become extremely difficult if not impossible," according to a letter signed by Jeffrey A. Abel, radio director.

60¢ per Inquiry

Leon Seelig, of Seelig & Co., Adv., offers tv stations 60¢ per inquiry or $100 (less commission) for 166 inquiries. The P. I. offer comes from a client using P. I. on radio.

Sneak preview of new 3d dimension fairy tales ("10 exciting stories plus solid plastic viewer for only $1, yes, all 10 for only $1") is offered stations by E. Joseph Cossman & Co., Hollywood, frequently a site of Christmas mail-order offers. For every order the station gets 35¢ net. A "3-D Commercial" five-minute script is included, with provision for a 45-second musical interlude to serve as a change of pace.

Marfree Adv. Corp., long a P. I. source, wants stations to remind their listeners that "our bodies cannot receive proper nourishment unless we get from an outside source the nine essential amino acids which no human body is able to produce in sufficient quantity." Mar-

free's client is Carlson Industries Inc., selling Wate-Plus which "can actually boast 27 medically proven weight adding ingredients." Marfree will send stations a free sample and if they want to run the account, a broadcast order "will be promptly forwarded."

Samuel Glueck, who reminds that he "helped build Konjola" and "aided substantially in building a multi-million dollar sales volume" for Hadacol, now is throwing his weight behind Hostetter's Tonic, "Patriarch of Tonics," with a versatile plan by which a station can collect 25% of every dollar's worth of Hostetter sales in its primary area.

DCS&S' Shenfield Retires

LAWRENCE L. SHENFIELD, chairman of the board of Doherty, Clifford, Steers & Shenfield, New York, since 1951, has retired as chairman in accordance with an established plan at the agency. He will become consultant to the agency, however, on a regularly assigned basis.

Mr. Shenfield was one of the founders of the agency in 1944 and served as its president until 1951.

It is expected that there will be no successor to the title of chairman of the board in the near future.

Second D. C. Appliance Chain Files Petition For Bankruptcy

LACY'S Inc., Washington, D. C., area appliance chain and long an important buyer of radio-tv time and newspaper space, Thursday filed a petition in D. C. District Court for voluntary bankruptcy. It is the second D. C. appliance chain to go into bankruptcy in the last four months.

Eugene H. Rietzke, chairman of the board, listed 172 creditors and total liability of $320,507. No estimate of the sum owed radio and tv stations was available but it was known the chain had cancelled many contracts during the summer and had kept fairly current in payment of bills for time and talent.

Agencies placing Lacy's advertising are Henry J. Kaufman & Assoc. and Kal, Ehrlich & Merrick.

The bankruptcy petition cited uncertainty in Washington over federal job cutting along with a wave of repossessions that swept area finance houses and forced stores to buy back merchandise that was resold at heavy loss.

The bankruptcy petition shows Philco, owed $29,500, as the largest creditor followed by a $25,000 debt to General Electric. The Kaufman agency is owed about $21,000 and Kal, Ehrlich & Merrick $2,400.

The Phillips Television & Appliances Inc. chain in the Washington area closed its stores last June 20, owing stations large sums. Its physical assets were later sold at auction.

NEW BUSINESS

CBS-Columbia (radio and tv sets), sponsoring six-market radio spot campaign to run four-six weeks, six spots daily, seven days a week. Approximately $500,000 a year will be spent for spot radio. Agency: Ted Bates & Co., N. Y.

Drake American Corp., importer and exporter (Rowntree's Dairy Box Chocolates), starts fall series of programs, participations and spots in daytime radio and tv for 13 weeks in 14 markets. Abbott Kimbal Co., N. Y., is agency.

North American Van Lines Inc., Fort Wayne, Ind., will sponsor Tuesday and Thursday, 8:45-8:55 a.m. EST, portion of Gabriel Heatter's news program over Mutual (Mon-Fri, 8:45-8:55 a.m. EST), starting Oct. 20. Show is sponsored on other days by **National Home Corp.** Agency for North American Van Lines is Applegate Adv., Muncie, Ind.

Englander Co., Chicago (mattresses), signs as third sponsor on CBS-TV's *Bob Crosby Show* (Mon.-Fri., 3:30-4 p.m. EST). Firm will sponsor Friday 3:30-45 p.m. segment, starting Dec. 25. Agency is Leo Burnett Co., Chicago. Other sponsors are **American Dairy Assn.,** which has Tuesday and Thursday 3:45-4 p.m. periods, and **Tappan Stove Co.,** which has signed for Thursday 3:30-45 p.m. segment effective Oct. 14.

Quaker Oats Co. (Aunt Jemima pancake mix) purchases Mon.-Wed.-Fri. segments (8-8:15 a.m. CST) of ABC's *Breakfast Club*, effective Nov. 2. **Swift & Co.** renews sponsorship of show, Mon.-Fri., 8:15-8:45 a.m. CST, also effective Nov. 2 for 52 weeks. Agency for both firms is J. Walter Thompson Co., Chicago.

Household Finance Corp., Chicago, renews *Frank Goss News* on 13 CPRN stations, Mon., Wed., Fri., alternating weekly with Tues., Thurs., Sat., 5:45-5:55 p.m. PST, for 52 weeks from Oct. 27. Agency: Needham, Louis & Brorby Inc., Chicago.

AGENCY APPOINTMENTS

Whitehall Pharmacal Co. names Grey Adv., N. Y., to handle its Hope Denture Powder. Definite plans not yet completed.

Miracle-Vac (hair dryer) appoints Ruse & Urban Inc., Detroit, to handle nationwide advertising program. Radio and tv will be used.

Kopco Inc., Long Beach, Calif. (Minra-Loaf mineralized bread), appoints Beckman, Hamilton & Assoc. Inc., L. A. Radio spot announcements are being used in current 4-week test campaigns in Billings, Mont., and Minneapolis-St. Paul markets, to be repeated in five other nationwide markets.

Burns Cubiod Corp. (arch supports) and **Arrowhead Moccasin Co.** (sandals, handbags), both Santa Ana, Calif., appoint Byron H. Brown & Staff, L. A. Radio spot announcement campaign in 23 nationwide markets is planned.

Erwin, Wasey & Co., L. A., announces expansion of its present facilities with construction now under way to enlarge total office area about 75%.

Modesto Advertising Agency, Modesto, Calif., opened branch office at 31 S. San Joaquin St., Stockton, Calif. **Royer D. Semple,** former owner of own Easton, Pa., agency, heads branch office.

Cavanaugh Morris Adv. Agency, Pittsburgh, moves to 2994 Liberty Ave.

Hoggan & Hall Advertising Agency, Salt Lake City, formed with **E. D. Hoggan,** partner in Francom Agency, that city, as president of new firm; **Nelson Hall,** radio-tv director, and **R. L. Parkin,** art director.

Hargreaves Advertising, Portland, Ore., moves to 120 N. W. 9th Ave., that city.

Malcolm Dewees Inc., advertising and public relations firm, S. F., moves to 210 California St.

Roberts, MacAvinche & Senne, Chicago, has moved to larger quarters at 75 E. Wacker Drive, that city.

FILM

GENERAL TELERADIO ENTERS FILM PACT

Fox Movietone film to be utilized in first 'Greatest Dramas' series.

AN AGREEMENT under which General Tire & Rubber Co.'s General Teleradio Inc. would make its long-speculated entry into the tv film production and distribution, was reported last week.

General Teleradio, which controls Mutual and owns the Don Lee and Yankee regional networks and WOR-AM-TV New York, was said to have come to terms with Fox Movietone News on an arrangement whereby Fox Movietone film footage will be edited into a series of 26 quarter-hour programs, tentatively titled *Greatest Dramas*.

First of the series, already completed, is a story of the life of Babe Ruth.

Under the plan, it was reported, about 50 Generel Tire dealers are to sponsor the series on a spot basis in markets from coast to coast. Syndication in markets not used by General Tire dealers will be handled through Fox Movietone News with understanding that sponsorship will not be by General Tire competitors.

Nathan UTP Natl. Sls. Mgr.; Mendelsohn, Beckwith Named

APPOINTMENT of Wynn Nathan, western sales manager of United Television Programs Inc., as national sales manager, replacing George Weiss, was announced last Thursday by Phil Krasne, UTP president. Monroe Mendelsohn, UTP sales promotion manager in New York, has been transferred to Hollywood headquarters at California Studios. Aaron Beckwith, vice president in charge of sales for Gross-Krasne Inc., has been made an executive of UTP in New York.

Mr. Nathan

Plans to augment the current sales organization were formulated at meetings following recent purchase of UTP stock whereby Phil Krasne and Jack Gross acquired sole ownership of the firm [B•T, Oct. 5].

NBC Film Sales Adds Four

APPOINTMENT of four new salesmen to the NBC Film Division sales staff was announced last week by John B. Cron, national sales manager of the division.

Assigned to the eastern regional sales office with headquarters in New York were Robert Brenner, formerly radio-tv director for Lewin, Williams & Saylor Inc., New York, and James W. Monahan, previously with the Ward Line as freight sales representative.

Thomas B. Shull and Hap Eaton joined the division's Chicago office. Mr. Shull was formerly with Station Distributors as sales manager for the eastern and midwestern markets and Mr. Eaton was with RKO Pictures in St. Louis.

FILM PRODUCERS SEEK COLOR DATA

AN APPEAL for up-to-date information on developments in color television was directed last week by the Film Producers Assn. of New York to the four television networks, manufacturers and other interested companies.

Pointing out that the association is "naturally interested" in the place of film in the color television program, the letter asserted that the film group is "most anxious to find out what the actual situation is." The letter was sent to the chairmen of the boards of RCA, CBS, ABC, DuMont, William German Co., E. I. du Pont de Nemours & Co. Technicolor Motion Picture Corp. and Philco Corp. The letter, signed by David Pincus, FPA president, said:

"The Film Producers Assn. of New York, representing the top non-theatrical film producers in this area, has a vital stake in the use of film on television for both commercials and programming.

"We are naturally interested in the place of film in color television programming. As a group we number among our clients the biggest advertising agencies and their principles, and we are constantly deluged by inquiries by them on the same subject. In order to answer these inquiries as effectively as possible, we plan to hold a round-table discussion in the immediate future and it is in line with this that I write, as president of the association, to you.

"We are most anxious to find out what the actual situation is, what facilities you have available or forthcoming, what is in the works and what we and our clients can do to prepare for the advent of color television. I would appreciate an answer which we in turn could relay to them.

"May I add that FPA's member facilities, technicians, laboratories, etc., are available for whatever cooperation we can give which will help in speeding or exploring this area."

Contract Breach Charged UTP

BREACH of contract suit was filed last Tuesday in Los Angeles Superior Court against United Television Programs Inc. by Richard Dorso, at one time associated with the firm. Mr. Dorso alleges a contract between him and UTP, dated Aug. 14, 1951, specified that he should receive 5% commission on the gross sales price received from the distribution of *Big Town* tv film series. In asking for an accounting of profits, estimated by him as over $500,000, Mr. Dorso claims he negotiated production of *Big Town* on film while with UTP and has never received any money from its sale.

Phil Krasne and Jack Gross, who recently acquired sole ownership of UTP [B•T, Oct. 5], told B•T that while Mr. Dorso had been associated with Jerry King and Milton Blink, formerly president and executive vice-president, respectively, of UTP, the "association, however, had been dissolved almost a year before we met Mr. King and Mr. Blink and turned *Big Town* over to their company for distribution."

'Palooka' Episodes Filmed

GUILD FILMS Co., New York, announced last week that six episodes of the *Joe Palooka Story* tv film series have been completed at Republic Studios in Hollywood with the cost of each episode estimated at $25,000.

Reub Kaufman, Guild Films president, said the series will consist of 76 episodes. Richard L. Bare is producer-director of the series. Featured performers: Joe Kirkwood, Cathy Downs, "Maxie" Rosenbloom and Lyle Talbot.

20th's Stock to Tv

FIRST to break the collective major motion picture studio policy of refusing to rent stock film footage to tv film producers is 20th Century-Fox with the announcement that over 50 million feet of black and white stock material is available through its film library.

The studio has affixed a price of $7.50 per foot with a minimum of 10 feet, explaining that while some film rental libraries charge in the neighborhood of $2.50 per foot for third and fourth dupes, 20th Century-Fox will release original negatives.

Decision to recognize the tv film industry's needs was reached when 20th scheduled all future motion pictures in Cinemascope. Heretofore, while the major studios made stock footage available to each other, it was not available for video film production. One exception was Columbia Pictures, which permitted Screen Gems, its subsidiary, to use studio stock shots in one NBC-TV *Ford Theatre* film.

Dozier, Raines Form Cornwall Productions

ORGANIZATION of Cornwall Productions, New York, with actress Ella Raines as president and William Dozier, CBS-TV executive producer in charge of dramatic programs, as executive vice president, was announced last week. Mr. Dozier, who will retain his association with CBS-TV, will serve the new production firm in a capacity that was described as "corporate and financial."

Mr. Dozier

The first enterprise of Cornwall Productions will be a weekly, half-hour tv filmed series, *Janet Dean, R. N.*, starring Miss Raines. Production will begin Nov. 1 at the Marion Parsonnet Studios in Long Island City under the supervision of Walter Blake.

The series will be distributed by Motion Pictures for Television to local stations throughout the country, starting sometime in January, it was announced.

More Screen Gems Sales

SCREEN GEMS Thursday reported the sale of third-run rights for 26 half-hour programs of *Your All-Star Theatre (Ford Theatre)* to NBC, which also purchased second-run rights to 13 of the same series for WNBT (TV) New York. Program has also been sold in Washington, Houston, Springfield, Ill., Roanoke, Lawton, Okla., Pensacola and Fort Dodge, Iowa. *The Big Playback* has been bought for local sponsorship in Boise, Billings, Mont., Albuquerque, Cedar Rapids, Bellingham, Wash., Pensacola and Tucson. Screen Gems quiz show *Professor Yes and No*, quarter-hour series, has been sold in Houston, Billings, Salt Lake City, Colorado Springs, Albuquerque, Amarillo and Butte. *Tv Disc Jockey* films have been sold in Billings and Festus, Mo., in recent weeks, company reported.

Filmcraft Says It Owns Camera Control System

CLAIMING its camera control system used in filming the NBC-TV *You Bet Your Life* is "based on patents issued to our firm over a period of years," Filmcraft Productions, Hollywood, has denied any infringement on Jerry Fairbank's Multicam System of simultaneous filming and sound recording with multiple cameras [B•T, Sept. 7], and asserted it may be the other way around.

Immediate steps will be taken "to restrain any continued infringement of Filmcraft patents," President Isadore Lindenbaum said in claiming the Fairbanks patent covering the Multicam System was not issued until after Filmcraft's most recent patent.

While an examination of the Fairbanks patent is pending, he said, legal demand has been made upon that company to "desist from in any manner infringing upon our patents."

Adding that Filmcraft has been using eight 35mm cameras, all controlled from one central position, during the past three years in filming *You Bet Your Life*, Mr. Lindenbaum said it was his impression other firms using this method are infringing upon his firm's patents.

National Video Firm Opens Washington Studios

NEW FILM producing facility will be opened in Washington, D. C., Friday by National Video Productions Inc., a tv film producing firm set up last spring. The building is a remodeled theatre at 105 Eleventh St. S.E., a few blocks from the U. S. Capitol, and was constructed by McGeary Smith Labs Inc., also of Washington.

McGeary Smith specializes in 16mm black-and-white and color processing and numbers NBC-TV (for *Camel Caravan*) and Telenews among its clients.

National Video said it will film all its own programs at the new studio and also will make the stage available to producers in Washington, Philadelphia and New York. The firm currently is producing "M.D.," a five-minute health program seen weekly on NBC-TV's *Today* and sponsored by E. R. Squibb & Sons. It also has a production sub-contract for all filming for the Federal Civil Defense Administration. Other programs, to be distributed by Comet Television of New York, are about ready for shooting, according to Harold A. Keats of Keats, Allen & Keats, Washington public relations firm.

Other officers of National Video are F. William Hart, former publicity director during Sen. Estes Kefauver's (D-Tenn.) bid for the Presidential nomination last year, and Stanley Allen, formerly with the Keats firm and administrative assistant to former Sen. William Benton (D-Conn.).

Hecht Suit Demurrer

DEMURRER to the $125,000 damage suit against Frank Wisbar Productions was sustained in Los Angeles Superior Court last fortnight. The suit, filed Aug. 3 [B•T Aug. 10] by actor Ted Hecht, charged the producer of NBC-TV *Fireside Theatre* with negligence in hiring him to enact a speaking role in one of the video films and then using him as a stunt man. Plaintiff, who also sought compensation for medical expenses, was given 10 days by Judge Ellsworth Meyer in which to amend complaint. The action decreed that, otherwise, the case was under the jurisdiction of the California Industrial Accident Commission.

Film Sales

Fairmont Foods Co., Omaha, Neb., through **Allen & Reynolds,** that city, has scheduled the *Range Rider,* CBS-TV Film Sales series, in five of the company's market areas. The weekly, half-hour western is seen on WDAY-TV Fargo, N. D.; WBAY-TV Green Bay, Wis.; KSWO-TV Lawton, Okla.; KWFT-TV Wichita Falls, Tex., and KVTV (TV) Sioux City, Iowa.

•

E. & J. Gallo Winery, Modesto, Calif., starts weekly half-hour film series, tentatively titled *Gallo Star Studio* on **KECA-TV** Los Angeles and **KGO-TV** San Francisco, for 13 weeks from Oct. 7. Films, produced by **Sovereign Productions,** are re-runs of *Your Jeweler's Showcase.* Agency is **BBDO.**

•

KRLD-TV Dallas has leased unlimited-run rights for a one-year period to 10 **Walt Disney** cartoons and four *Krazy Kind Kartoons* from **Louis Weiss & Co.,** Los Angeles.

•

Alexander Film Co., Colorado Springs, Colo., announces recent tv commercial productions for the following organizations: **Lindermann & Hoverson Co.** (Lectro-Host appliances), Milwaukee, through **Hoffman & York; Gruen,** Cincinnati; **Denver Milk Producers** through **Bob Betts Agency; Continental Airlines,** Denver, through **Galen E. Broyles; Harmony Farms,** Columbus, Ohio, through **Cye Landy Adv. Agency,** and **Plaskon,** Detroit.

•

Sale of its "Station Starter Plan" to **WKAQ-TV** San Juan, P. R., was announced last week by **Consolidated Television Sales,** raising total number of markets subscribing to plan of nine tv programs to 70. **WKAQ-TV** (ch. 2) is scheduled to go on the air on or about Jan. 1, 1954.

•

Frito Co., Los Angeles, started weekly half-hour *Gene Autry* on KNXT (TV) Hollywood, for 13 weeks from Oct. 4. Filmed by **Flying A Productions Inc.,** series is distributed by **CBS-TV Film Sales.** Agency is **Glenn Adv. Inc.,** L. A.

•

Keitz & Herndon, Dallas, announces completion of tv commercials for the following organizations: The **Gebhardt Chili Powder Co., Cheetos** (The Frito Co.), **Brockles Food Co., The Frito Co., Archer's Champ Dog Food.** With the exception of Frito, all spots are in color.

Production

Miller-Levin Productions Inc., Hollywood, has started shooting 13 quarter-hour films of *Marvin Miller, Story Teller,* at **Screencraft Film Enterprises,** same city. **Irvin B. Levin** is producer-director, with Mr. Miller as writer.

•

Screen Gems Inc., Hollywood, is filming "Ever Since the Day" for NBC-TV *Ford Theatre.* Making her video film debut is **Audrey Totter,** former star of CBS Radio *Meet Millie,* co-starring with **Edward Arnold** and **Robert Stack. Frederick Stephani** directs from a script by **Karen DeWolf** and former SWG president **Mary McCall Jr.**

•

Gross-Krasne Inc., Hollywood, has started filming new group of CBS-TV *Big Town* programs with **Beverly Tyler,** formerly under contract to M-G-M and Universal-International, succeeding **Jane Nigh** as Lorelei. With **Patric'k McVey** continuing as Steve Wilson, **Peter Godfrey** is set to direct the first half-hour film.

•

Telemount-Mutual Productions, Hollywood, has started filming third group of 13 half-hour programs in *Cowboy G-Men,* sponsored on a regional basis by **Purity Bakers Corp.** Produced by **Henry Donovan** with **Thor Brooks** directing; series co-stars **Russell Hayden** and **Jackie Coogan.**

•

Sovereign Productions, Hollywood, under new reorganization set-up, has started filming "Eye of the Beholder," starring **Richard Conte. Felix Feist** is directing the suspense drama, based on an original by **Hannah Grad Goodman.** Going into production this week is "Walking John" starring **Edward Arnold** in a dual role with **Al Green** signed as director. Both half-hour films are for CBS-TV *GE Theatre.* Newly scheduled intensive shooting slate will emphasize elaborate sets and other maximum production values, according to President **Stuart Reynolds.**

•

Tv film rights to all the **Ring Lardner** story properties have been acquired by video film director **Robert Aldrich,** who plans to establish his own production company by the year's end to start filming. **John Lardner** has completed the adaptation of "Liberty Hall" and is writing other scripts based on his father's writings for the proposed series.

•

Cathedral Films Inc., Burbank, has completed three more half-hour films in *The Living Christ* series with **Rev. James K. Friedrich,** firm president, producing. Shot in both black and white and color, the programs are "Escape to Egypt," "Boyhood and Baptism" and "Men of the Wilderness." Release is scheduled for January.

•

Lou Place Productions Nov. 1 takes over physical assets of **Key Productions Inc.** at Eagle-Lion Studios, Hollywood, to film a proposed video series starring **Jerry Colonna,** pilot of which is completed. Also available for distribution are seven quarter-hour films in *Puppy Tales* series, in which costumed canines portray humans.

•

Intercontinental Television Film Corp., N. Y., has completed the first 13 films of the half-hour *Flash Gordon* series, which is being produced in Germany. The firm plans to start production in Paris on Nov. 1 of a half-hour film series, *Rendezvous—Paris!* starring **Jean Pierre Aumont.**

•

Romer Grey, currently filming *Zane Grey Sports Trail,* tv film series based on his father's writings, plans a new series, *Men of Math.* In the writing stage, the 13 half-hour films will dramatize the lives of outstanding mathematicians such as **Omar Khayyam, Charles Lutwidge Dodgson** (Lewis Carroll), **Benjamin Franklin** and others. Aimed at the commercial market, series will also include some educational instruction in the various fields of math. **Ted Sierkes** is co-writer with Mr. Grey.

•

Nola Studios Inc., N. Y., has completed a series of one-minute and 20-second tv film commercials for **E. J. Gallo Winery,** Stockton, ordered through **Carlo Vinti Adv.,** N. Y. Nola's studio facilities also have been used to produce the audio-portion of a series of film commercials for the **Bell Portable Sewing Machine Corp.,** Newark.

•

The Baldwin Organization Inc., N. Y., public relations firm and producers of films for tv and industry, has completed two 20-minute films for the **U. S. Plywood Corp.** and **Johnson & Johnson.** The films will be made available to television stations.

Kitchen Shows for Tv

FINAL plans for 52 half-hour kitchen shows on tv film designed for local station use throughout the country have been announced by the television director of Electrical Information Publications in Madison, Wis.

Titled *Tv Kitchen,* the films will be offered for primary sponsorship by electric light and power companies and appliance fields in various communities. Commercials prompting electrical devices and electric kitchens also will be made available.

Bing on Tv

BING CROSBY will make one of his rare appearances on television later this month when he will present a Christopher Award to William Perlberg and George Seaton, producers of *Little Boy Lost,* which features Mr. Crosby. He will appear in a special six-minute film, which is scheduled to be presented on more than 100 stations and will include excerpts from the motion picture.

Distribution

Cornell Film Co., N. Y., has acquired television distribution rights to a series of short subjects, including "Dude Ranch," "What Bird Is That?" and "Bird Neighbors."

Random Shots

Screen Gems Inc. has completed arrangements with 23 Hollywood motion picture personalities to appear on the 1953-54 series of tv films for the *Ford Theatre,* Thursday on NBC-TV (9:30-10 p.m. EST). Among the personalities to appear will be **Paulette Goddard, Charles Coburn, Wanda Hendrix, William Lundigan, Coleen Gray, Mark Stevens** and **Richard Conte.**

•

Vitapix Corp., film distribution firm, last week opened Chicago office at 30 North La Salle St.

•

Dynamic Films Inc., N. Y., opens new executive offices and editing rooms on second floor of their present building at 112 West 89th St. Firm now occupies second, third and part of fifth floor at that location.

•

Kem-Pix Studios, Hollywood, announces perfection for commercial use of Video View, new method of making permanent sound-on-film records of tv broadcasts at fraction of cost of present methods, according to firm.

•

Block of eight hour-long **Robert L. Lippert** produced feature films, under two-year lease to KTLA (TV) Hollywood, have been edited to make 16 half-hour films with the use of beginning and ending footage shot especially for such programming. Films, in their original length, dealt primarily with special investigators generally solving two cases. KTLA started televising newly edited half-hour films on weekly *Star Theatre.*

•

Association Films Inc., N. Y., is offering to television stations an 18-minute film, "Permanent Investment," which gives advice to homeowners on plumbing drainage. The film was produced for the **Cast Iron Soil Pipe Institute.**

•

Tom J. Corradine & Assoc., Hollywood, named film buyers for **KFIA (TV)** Anchorage and **KFIF (TV)** Fairbanks by **James G. Duncan,** general manager of Kiggins & Rollins, Alaska tv stations.

ARF MEDIA STUDY UNITS READY RATINGS REPORTS

Theoretical evaluation of methods used in obtaining broadcast ratings are under scrutiny of the Advertising Research Foundation's committees. Four books will give their findings.

A THEORETICAL evaluation of broadcast rating methods will shortly be issued by the Radio-Tv Rating Methods Study Committee of the Advertising Research Foundation, Dr. E. L. Deckinger, vice president and research director, Biow Co., and chairman of the committee, said Thursday.

Dr. Deckinger

Dr. Deckinger announced the imminent release of this ratings methods analysis at the opening fall luncheon meeting of the New York chapter of American Marketing Assn. which was devoted to ARF, with progress reports from the committee chairmen in charge of the Foundation's various projects. John A. Coleman, supervisor of consumer research, General Foods Corp., AMA chapter president, turned the meeting over to Edgar Kobak, ARF president, who presided throughout the presentation.

Describing the forthcoming ratings method evaluation, the committee's Book One, which is the work of a subcommittee headed by G. Maxwell Ule, vice president and research director, Kenyon & Eckhardt, Dr. Deckinger said the group has tried "to set up specifications for an ideal method. We don't tell you what an ideal method *is* because we don't know any, but we tell you what an ideal method *should do*. And then we tell you how close, in our best collective judgement, each presently known method comes to delivering on this ideal."

Declines to Specify

With the report still in the process of editing, Dr. Deckinger declined to specify what is asked for in the ratings ideal, but he did say that the committee is not asking for everything it could think of but tried to make decisions, to go one way or the other. "You may not agree with the way we went," he said, "but we hope you'll at least feel that some progress has been made toward our common objective of learning more about this ratings business, so we can make more informed decisions."

As an example, Dr. Deckinger said that both total audience measurements and average audience measurements are possible and there are situations in which either might be preferred. "We have tried to specify which is most often most useful—which will meet the greatest good for the greatest number."

The ratings service organizations have been most cooperative with the committee, Dr. Deckinger reported. He said that when the report—a 47-page document—was sent to them for comment, one reply took 92 pages.

A second subcommittee of the broadcast ratings group, with Hal Miller of Biow Co. and Jay Eliasberg of Foote, Cone & Belding as co-chairmen, is working on a supplement, tentatively titled "The Services of the Services," which should be ready around Christmas, Dr. Deckinger said. To be issued annually, or even more frequently, it "will conveniently summarize some of the service particulars, such as markets served, frequently and cost," he said.

The main job of this second sub-committee —to state "exactly what it is the services do researchwise and how closely they deliver on the theoretical promise of the method they use"—will be finished around the first of the year and will comprise Book Two, he said. His own subcommittee's project, data analysis, has not moved too far, Dr. Deckinger reported, but when its task is done that will be Book Three.

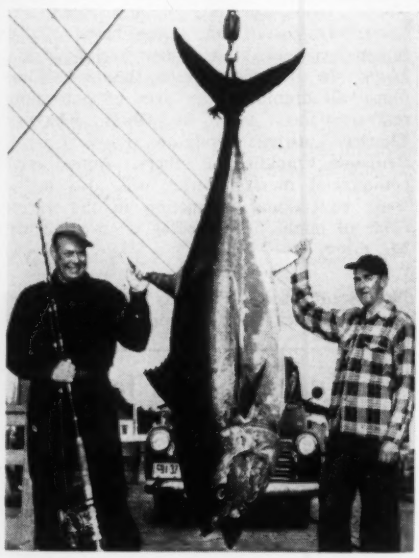
The fourth group, headed by Harry Wolfe of Colgate-Palmolive-Peet Co., "will set up laboratory experiments to measure some effects," Dr. Deckinger reported, but he noted that they're going slowly with this project as they don't want to conduct experiments for their own sake, but "we want to be sure that the questions to be answered through the experiments are important, will be answered by the experiments and can't be answered from data already available, or in any other way." When completed, the work of this group will be Book Four. In addition, he said that another supplement — a bibliography — will be issued early next year.

Henry Schachte, vice president, Sherman & Marquette, and ARF board chairman, reported that in the past year ARF membership has grown from 155 to 180, almost evenly divided among advertisers (57), advertising agencies (64) and media (57), in addition to the ANA and AAAA, with combined payments to ARF of "almost $200,000 a year for the privilege of belonging." A. W. Lehman, ARF general manager, commented that subscription income had risen approximately 75% in the year.

Charles A. Pooler, senior vice president, Benton & Bowles, chairman of the ARF Projects Development Committee, who introduced the chairmen of the individual working committees, said that the present projects are based on replies to a membership poll made about a year ago. With so many new members, particularly in the media field, the committee is considering the advisability of repeating the poll to get an up-to-date picture of the desires of ARF subscribers.

John Caples of BBDO, chairman of the ARF Readership Committee; Sherwood Dodge, Foote, Cone & Belding, chairman, ARF Printed Advertising Rating Methods Study Committee; Robert M. Gray, advertising manager, Esso Standard Oil Co., chairman, ARF Buying Habits Study Committee; Dr. W. H. Wulfeck, William Esty Co., chairman, ARF Committee on Motivation Research, and Arno Johnson, J. Walter Thompson Co., chairman, ARF Technical Committee, also reported on the past progress and future outlook for their groups.

Mr. Lehman, final speaker, reviewed the seven functions of the Foundation, as follows: (1) To develop new research methods and techniques; (2) to analyze and evaluate existing methods and techniques and to define their proper application and limits of usefulness; (3) to establish research standards and criteria; (4) to develop specific media data in cooperation with the medium or media concerned; (5) to appraise specific media studies; (6) to collect and disseminate advertising and marketing data for the benefit of subscribers; and (7) to perform other functions designed to further scientific practices in advertising and marketing."



SHOWING 600-pound bluefin tuna he landed off Wedgeport, Nova Scotia, is Albert M. Wharfield (l), A. C. Nielsen Co. vice president, with Capt. Fidelis Boudreau, a founder of Wedgeport Tuna Guides Assn.

TV 'DRAGNET' TOPS ARB IN SEPTEMBER

AMERICAN Research Bureau rated NBC-TV's *Dragnet* at the top of the 10 most popular tv network shows for September. The NBC show also had the largest audience of any of the top 10 shows, according to ARB figures.

Second highest rating went to CBS-TV's *Racket Squad*, with CBS-TV's *Toast of the Town* second highest in number of viewers reached. The ARB figures are based on viewing for the week of Sept. 12-18. The ARB figures:

	Program	Rating
1.	Dragnet (NBC)	54.6
2.	Racket Squad (CBS)	52.4
3.	Toast of the Town (CBS)	51.4
4.	You Bet Your Life (NBC)	48.9
5.	Godfrey and Friends (CBS)	47.4
6.	Kraft TV Theatre (NBC)	46.0
7.	Talent Scouts (CBS)	45.8
8.	What's My Line? (CBS)	44.9
9.	Jack Benny (CBS)	44.2
10.	Cavalcade of Sports (Gavilan-Basilio) (NBC)	44.2

	Program	Viewers (000)
1.	Dragnet (NBC)	37,270
2.	Toast of the Town (CBS)	36,330
3.	You Bet Your Life (NBC)	31,940
4.	Godfrey and Friends (CBS)	30,400
5.	Racket Squad (CBS)	30,380
6.	Your Show of Shows (NBC)	29,310
7.	Jack Benny (CBS)	28,590
8.	Robert Montgomery (NBC)	25,330
9.	Talent Scouts (CBS)	24,520
10.	Cavalcade of Sports (Gavilan-Basilio) (NBC)	23,800

Nielsen Elects Five V. P.s

A. C. NIELSEN Co. last week announced the election of five new vice presidents: John H. Betjemann and Arnold C. Ramlow as client service vice presidents in Chicago, Donald R. Harper and H. T. Murphy as client service vice presidents in New York, and Paul F. Powell as vice president of retailer services in Chicago.

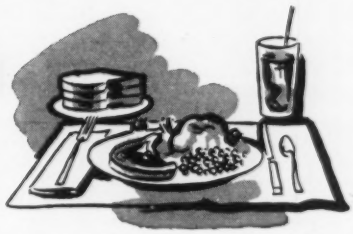
Buy WHO

and Get Iowa's Metropolitan Areas..

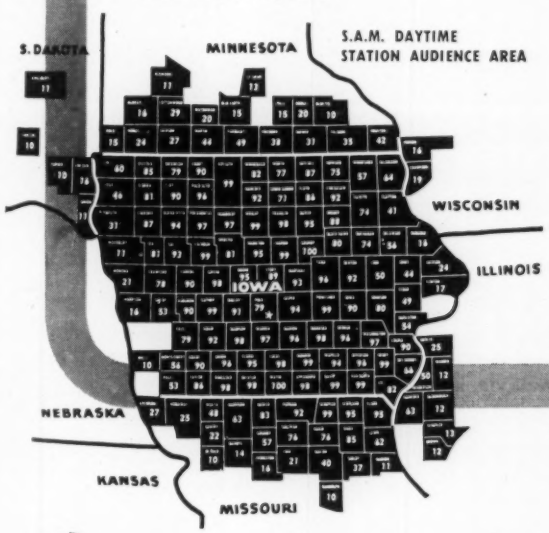
Plus the Remainder of Iowa!

TAKE SALES OF EATING AND DRINKING PLACES, FOR INSTANCE!

4.3%	CEDAR RAPIDS	
15.7%	TRI-CITIES	
10.9%	DES MOINES	
4.1%	DUBUQUE	
5.2%	SIOUX CITY	
4.5%	WATERLOO	
61.6%	REMAINDER OF STATE	



Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.



THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

65.4%	Food Stores
61.6%	Eating and Drinking Places
44.8%	General Merchandise Stores
55.6%	Apparel Stores
60.7%	Home Furnishings Stores
65.1%	Automotive Dealers
73.2%	Filling Stations
79.6%	Building Material Groups
60.4%	Drugstores

Source: 1952-'53 Consumer Markets

FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

'Dragnet' Leads Nielsen Tv For 2 Weeks Ending Sept. 12

NBC-TV's *Dragnet* led the A. C. Nielsen Co. ratings for the two weeks ending Sept. 12 for once-a-week evening network shows, both in number of tv homes reached and percentage of homes reached on a program station basis.

Rank	Program	Homes (000)
1	Dragnet (NBC)	11,125
2	Racket Squad (CBS)	10,202
3	Best of Groucho (NBC)	9,354
4	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	8,882
5	Arthur Godfrey & Friends (Pillsbury) (CBS)	8,632
6	Ford Theatre (NBC)	8,584
7	Martin Kane (NBC)	8,519
8	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	8,097
9	Westinghouse Theatre (CBS)	8,050
10	Your Show of Shows (9:30) (NBC)	8,048

PER CENT OF TV HOMES REACHED

Rank	Program	Homes %
1	Dragnet (NBC)	46.2
2	Racket Squad (CBS)	43.9
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	38.5
4	Best of Groucho (NBC)	38.1
5	Ford Theatre (NBC)	38.1
6	Arthur Godfrey & Friends (Pillsbury) (CBS)	37.0
7	Arthur Godfrey's Scouts (CBS)	35.9
8	Kraft Television Theatre (NBC)	35.3
9	Westinghouse Theatre (CBS)	35.2
10	Martin Kane (NBC)	35.1

Copyright 1953 by A. C. NIELSEN CO.

'Godfrey' Tops Videodex

CBS-TV's *Godfrey & Friends* program was ranked in first place by Videodex Reports for both percentage and number of television homes reached during the week of Aug. 28-Sept. 3. Complete listing follows:

August 28-September 3, 1953

Name of Program		No. of Cities	% Tv Homes
1	Godfrey & Friends (CBS)	76	44.8
2	Talent Scouts (CBS)	53	41.3
3	Dragnet (NBC)	77	38.9
4	Groucho Marx (NBC)	86	37.0
5	Racket Squad (CBS)	84	33.6
6	Toast of the Town (CBS)	69	31.4
7	What's My Line? (CBS)	45	31.0
8	Circle Theatre (NBC)	41	27.7
9	Fireside Theatre (NBC)	51	26.9
10	Burns & Allen (CBS)	74	26.5

Name of Program		No. of Cities	Tv Homes (000's)
1	Godfrey & Friends (CBS)	76	9,889
2	Groucho Marx (NBC)	86	8,594
3	Dragnet (NBC)	77	8,547
4	Talent Scouts (CBS)	53	8,198
5	Racket Squad (CBS)	84	7,489
6	Toast of the Town (CBS)	69	6,413
7	What's My Line? (CBS)	45	5,807
8	Goodyear Tv Playhouse (NBC)	79	5,665
9	Burns & Allen (CBS)	74	5,572
10	Robt. Montgomery (NBC)	62	5,305

'52 Tv Set Shipments Valued at $1 Billion

SHIPMENTS of home-type tv receivers by manufacturers totaled 5.7 million sets valued at $1.025 billion in 1952, according to Census Bureau data received from 108 companies operating 120 plants. Radio and radio-phono shipments, except auto radios, totaled 7.1 million sets valued at $162 million during the year. Auto radios totaled 3.3 million units valued at $95 million.

Radio-Electronics-Tv Mfrs. Assn. had placed total radio production at 9,711,236 sets in 1952, with 6,096,279 tv sets [B•T, Feb. 2].

RETMA announced over the weekend that sales of cathode ray tv tubes and radio receiving tubes increased substantially between July and August. August tube sales were well above the 1952 level. Sales of cathode ray tubes in August by manufacturers totaled 879,169 units compared to 497,625 a year ago. Receiving tube sales in August totaled 38,600,494 units compared to 30,141,536 a year ago.

During the first eight months of 1953, 6,710,440 cathode ray tubes were sold by factories, along with 308,222,911 receiving tubes.

PAY-TV ADVOCATES ASK EARLY HEARING

WTTM-TV Trenton and James Landis, former Harvard dean, join forces with other proponents of the plan.

REASONS why the FCC should hold early hearings on their petitions for action on subscription tv were submitted to the Commission last week by the four initial uhf grantees which form the broadcasters' spearhead in the drive for pay-as-you-see television.

At the same time, a seventh uhf grantee allied itself with the six permittees in favor of fee tv. The station is WTTM-TV Trenton, N. J., owned by Peoples Broadcasting Co., a subsidiary of the Farm Bureau Life Insurance Co.

Support for subscription tv was expressed in separate talks last week by James M. Landis, former dean of Harvard U. Law School, and William J. Shanahan, chief electronics engineer, Skiatron Electronics & Television Corp., which has devised a pay-tv system called Subscriber-Vision.

Calling attention to the pending bill (HR-6431) by Rep. Carl Hinshaw (R-Calif.), which would make subscription tv and theatre tv a common carrier service, the uhf grantees said that it was incumbent on the FCC to hold a hearing in order to develop the pros and cons of subscription tv.

In seconding the points made by other advocates of subscription tv, WTTM-TV pointed out that Trenton is half-way between New York and Philadelphia and that New York's seven and Philadelphia's three tv signals are well received there. This makes it unlikely that WTTM-TV will be able to secure a network affiliation, the uhf ch. 41 station declared, and subscription tv may be its only means to bring outstanding programs to Trenton.

Mr. Landis, speaking on Wednesday before a meeting of the Television Assn. of Philadelphia, based his support on the contention that "the current blackout of television broadcasting in many populated areas in this country will continue until subscription tv is put into operation." He declared that the income from subscription tv is needed to supplement the "vast funds" being spent by advertisers, and added:

"All the national advertising budgets in America, which now are distributed among newspapers, magazines, radio and television would be insufficient to support 500 television stations operating ten hours daily throughout the country, if tv station and program costs for 1952 are any criterion. Already more than 480 such stations have been authorized by the FCC and some 350 of these are expected to be in operation next year. Channels for 2,000 have been allocated."

Mr. Shanahan advocated the use of subscription television Thursday evening before a meeting of the New York Alumni Chapters of Eta Kappa Nu and Tau Beta Pi in the Engineering Societies Bldg. as a means of providing specialized instruction and demonstrations for members of professional groups, such as physicians, engineers and scientists.

Meanwhile, the first issue of a newsletter on subscription tv was published last week by Broadcasters for Subscription Tv, formed last month in Philadelphia [B•T, Sept. 21].

Ascap May Boost Revenue By $1 Million This Year

ASCAP income for 1953 will top its 1952 revenue by about $1 million if the money flows in at the same rate for the last four months of the year as for the first eight.

Reporting to the society's Pacific Coast members [B•T, Sept. 28], President Stanley Adams said the January-August income amounted to $11,385,000, which, extended to a full year, would make an annual total of $17,077,500, contrasted with the 1952 gross of slightly more than $16 million. While no breakdowns are issued, it is estimated that more than 85% of the total Ascap revenue comes from the radio and tv station and network operators, with motion picture producers, theatres, hotels, ballrooms and other licensees contributing less than 15% of the total.

21 Canadian, 12 U. S. Stations Buy Ziv Show

TOTAL sales on the Frderic W. Ziv Co.'s latest radio show, *Hour of Stars*, have risen to 375 with business contracted in recent weeks by 21 Canadian and 12 U. S. stations, it was announced last week by Alvin E. Unger, Ziv radio sales vice president.

The Canadian stations include CKFH Toronto, CJAD Montreal, CFRA Ottawa, CKWX Vancouver, CJCH Halifax, CKY Winnipeg, CFPL London and CHSJ St. John. The program also was bought in the U. S. by WABB Mobile, WTRF Wheeling, KWCK Abilene, KLPR Oklahoma City, KFBI Wichita, KDKA Pittsburgh, WEAT Lake Worth-West Palm Beach, WTOP Washington, WDSU New Orleans, WSGN Birmingham and WSAZ Huntington, W. Va., and by KGMB Honolulu.

Weis Praises Local Radio; Notes World's Sales Rise

THE STRENGTH of local radio was praised last week by Pierre Weis, general manager of the World Broadcasting System Inc., in announcing that more than 1,000 radio stations currently are subscribing to World's services.

Mr. Weis attributed the upsurge of subscriptions to World's emphasis on merchandising designed for local spot business and local sales for radio. In this connection, he said that World currently is preparing its Christmas merchandising campaign for its affiliates, including the annual Christmas half-hour open end dramatization.

Among the stations which recently have signed as World subscribers, Mr. Weis said, are WBIX Utica; WAYN Rockingham, N. C.; WSDC Marine City, Mich.; WTXL West Springfield, Mass.; KASL Newcastle, Wyo.; WEAV Plattsburg; KSFO San Francisco; KCRE Crescent City, Calif.; KANE New Iberia, La.; KNOE Monroe, La., and WRUM Rumford, Me.

Renewals were reported from, among others, WKJG Fort Wayne, KOIN Portland, Ore., KIOA Des Moines, KSCJ Sioux City, KDON Salinas.

Eight Join Keystone

ADDITION of eight affiliates to the Keystone Broadcasting System has been announced by Blanche Stein, director of station relations. They are: KBLF Red Bluff, Calif.; WALM Albion, WFYC Alma and WMTE Manistee, Mich.; KSMO Salem, Mo.; WLTC Gastonia, N. C.; WLYC Williamsport, Pa., and WHYU Newport News, Va.

Sell-evision

Nielsens, Hoopers and Pulses notwithstanding, your "cash register rating" is the only truly acceptable measurement of the effectiveness of your advertising. WCOS-TV fairly bursts its buttons with pride—here's proof positive of its SELL-EVISION rating in the Columbia market

KOHN & COMPANY
1526 MAIN STREET
COLUMBIA, SOUTH CAROLINA

Kohn's
Columbia's Completely Feminine Store

Mr. Stewart Spencer
W C O S - T V
Columbia, South Carolina

Dear Stewart:

I am writing this letter so that you will know directly from us the good results we have so far obtained from our ARTISTS AND MODELS show as well as our original FALL FASHIONS PREVIEW.

Our original show was purely an experiment on our part. From previous information received from our New York office, we had not planned to participate in TV advertising, but this unique presentation gave us an opportunity to run a one time test. It may sound as gross exaggeration but frankly it is an understatement when we say we were flabbergasted by the results of this first show. Six weeks after the show had been presented, we were still getting many comments each day. Customers were asking about the fashions presented and remembered in detail the things that they saw. The length of time of impact and the remembrance of detail really startled us.

We have had only two ARTISTS AND MODELS weekly shows but we are feeling positive and direct results of these two shows. By actual inquiry, the day after our last show, we had over one hundred customers asking about the pleated nylon slip advertised on the show. Each person that asked for the slip was asked how she knew about it and ninety told us they had seen it on TV.

We urgently request that you and your staff continue to give us your full cooperation in producing these shows. We desperately need your help and we have found your suggestions for improvement to be good ones.

Kindest personal regards.

Sincerely yours,
KOHN & COMPANY
By
SOL KOHN, JR.

WCOS-TV

CHANNEL 25—ABC AFFILIATE
COLUMBIA, S. C.
REPRESENTED BY HEADLEY-REED-TV

She's about to spend $204,000,000

...in the daytime

It's part of her daily routine to reach for a television dial... for a shopping list ...for the things on shelves she wants to buy. *All in the daytime* and usually in that order.

She's one of the nation's 26 million housewives who—each day—spend 26 million *hours* with daytime television, and 204 million *dollars* at the store.

And *one of every three* of these dollars is spent in the markets of the 10 stations represented by CBS Television Spot Sales. They're stations that since 1951 have—

...*doubled* in daytime audiences—
with 13,500,000 different viewers

...*doubled* in daytime economy—
with costs-per-M as low as 34 cents

...*tripled* in participation of sponsors—
with close to 2,000 messages weekly

So talk to your customers in the daytime—and *show* them—before they spend all that money. Dollar for dollar, you'll get your biggest share through the stations represented by...

CBS Television Spot Sales

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; WTOP-TV, Washington; WBTV, Charlotte; WMBR-TV, Jacksonville; WABT, Birmingham; WBBM-TV, Chicago; KGUL-TV, Galveston-Houston; KSL-TV, Salt Lake City; KNXT, Los Angeles and CTPN, CBS Television Pacific Network.

Sources on request

MOVIE, TV ENGINEERS SOCIETY HEARS PAPERS ON NEW VIDEO FILM TECHNIQUES

Newest developments in the film reproduction field are described for the SMPTE's New York convention by RCA, Philco, Motorola, AT&T, NBC-TV and National Radio Institute.

LATEST technical developments in television film reproduction devices and techniques were described last Wednesday at a session of the 74th annual convention of the Society of Motion Picture & Television Engineers. The convention was held Monday through Friday at the Hotel Statler, New York.

The data were presented in a series of papers by engineers and technicians of manufacturing companies and television networks before audiences that averaged about 100. A total of 450 persons registered for the convention.

A paper on the RCA Vidicon camera tube for film pickup was read by R. G. Neuhauser, RCA Tube Dept., Lancaster, Pa., in which the claim was made that the tube was equal or superior to any other currently used tv camera tube. It was stressed that the tube helped to attain accurate black-level reproduction, excellent resolution and freedom from spurious signals.

Earlier in the week RCA had announced its new two-ounce Vidicon-type tv camera tube, which was described as the smallest ever developed for broadcast use. RCA said the tv camera tube "promises greater efficiency and economy in the televising of move films."

Henry H. Kozanowski of the RCA Victor Division, Camden, described the RCA Vidicon camera, for high-quality television film reproduction, as the most promising development in that area at the present time. He said it met criteria for "good performance" as measured by its possibilities for unattended operation, aperture response correction, wide film reproduction and range, low light source requirements and absence of spurious signals or shading.

NEW OFFICERS of the Society of Motion Picture and Television Engineers, elected for two-year terms at the society's 74th semi-annual convention at New York's Statler Hotel, are (l to r) Barton Kreuzer, manager of theatre and industrial equipment of the RCA Victor Div., financial vice president; Axel G. Jensen, director of tv research of Bell Telephone Labs, engineering vice president, and George W. Colburn of George W. Colburn Lab, treasurer.

A film-handling machine designed to advance 16mm film from frame to frame within the vertical blanking time of the television system was the subject of a paper delivered by Warren R. Isom of the RCA Victor Division. He also described its use with a flying-spot film scanner for color television.

Papers on television film scanners were presented by Ernest H. Traub of the Philco Corp., Philadelphia, and V. Graziano and Kurst Schlesinger of Motorola Inc., Chicago. Mr. Traub discussed a new 35mm television film scanner developed by Philco for color television, a special feature of which was said to be a new form of optical compensator. Mr. Graziano delivered a paper on "a continuous all-electronic scanner for 16mm color film," in which he pointed out the disadvantages of using storage-type devices and the need for a flying-spot scanner in televising film in color. He said that Motorola's scanner chose the jump-scan method largely because of the large optical aperture realized.

Frank A. Cowan, engineering staff manager of the Long Lines Dept. of AT&T, told the society that if theatre television were to have "simultaneous presentation and spontaneity," it would require networks similar to those now furnished tv broadcasters. He said there was a possibility that theatre tv presentations might swing to color in the future, and noted that these could be "similar to the NTSC color system, but may be of the sequential type."

To meet the needs of broadcasters and occasional theatre tv requirements, Mr. Cowan said, there currently are about 40,000 channel miles of video facilities, with about 25,000 miles on radio relay facilities and 15,000 on coaxial cable. He added that the Bell System also furnished many miles of local channels in the various cities of the nation, providing connections between inter-city network terminals and the broadcasting studios and between studios and transmitters.

Battison Paper

In a paper titled "Lowcost Kinescope Recordings," John H. Battison of the National Radio Institute, Washington, described a method for making kinescope recordings by using an Auricon "Pro" 16mm single-system camera. He acknowledged that the results produced are not perfect, but he said they are useful for small television stations or for advertising agencies and schools.

R. M. Fraser of NBC-TV described a new 35mm single-film-system kinescope recording camera. He listed among the features of the camera a 51 degree pull-down adjustable shutter and high-quality sound mechanism.

In a paper on "Television Lighting Routines," William R. Ahern of NBC-TV stressed that television has had to develop economical lighting routines to pass on the savings to the client. He said NBC has approached this problem in two ways—by installing complete and convenient facilities to permit rapid lighting and by developing the mechanics of lighting to "utmost efficiency by tricks of the trade."

Among winners of awards presented by the Society were Arthur V. Loughren of the Hazeltine Corp., who received the David Sarnoff Gold Medal Award for his "contributions to the development of compatible color television" and Otto H. Schade of RCA, who received an SMPTE *Journal* honorable mention for his paper on "Image gradation, graininess and sharpness in television and motion picture systems—Part II: The grain structure of motion picture images."

CHAIRMEN of media committees of the American Assn. of Advertising Agencies, who conferred recently, are (l to r): Seated, Frank G. Silvernail of BBDO, broadcast media; H. H. Dobberteen of Foote, Cone & Belding, media relations; H. H. Kynett of Aitkin-Kynett Co., newspapers; standing, J. J. Hartigan of Campbell-Ewald Co., outdoor and transportation; H. E. Cassidy of McCarty Co., business papers, and William E. Steers of Doherty, Clifford, Steers & Shenfield Inc., magazines and farm papers.

NARTB DIST. MEETS AT HALFWAY MARK

District 12 sessions open today with Districts 13 and 6 preparing for later this week.

SECOND half of NARTB's annual series of district meetings opens today (Monday) with District 12 (Kan., Okla.) convening at Lake Murray Lodge, Ardmore, Okla. Jack Todd, KAKE Wichita, will preside as district director.

District 13 (Texas) will meet Wednesday-Thursday at the Adolphus Hotel, Dallas, with Kenyon Brown, KWFT Wichita Falls, as district director. District 6 (Miss., La., Ark., Tenn.) meets Friday-Saturday at the Buena Vista, Biloxi, Miss. Henry B. Clay, KWKH Shreveport, is district director.

At the Saturday session of District 7 (Ohio, Ky.), winding up the Oct. 2-3 meeting, a resolution was adopted calling on NARTB to examine the whole question of daytime operations and the standardized sign-on and sign-off requirements. Delegates adopted a resolution expressing hope for quick recovery of Harry McTigue, WINN Louisville, from illness.

Other District 7 resolutions commended NARTB management and staff; endorsed the Politz radio circulation-impact study and urged NARTB to give it full circulation; approved formation of a sports committee to strengthen broadcasting's position in sports coverage; voiced appreciation for a cocktail party tendered by Ralph H. Jones Co.; congratulated F. E. Lackey, WHOP Hopkinsville, Ky., on his service as district director; expressed appreciation of talks by Herbert Evans, Peoples Broadcasting Co., Worthington, Ohio, and James H. Moore, WSLS-TV Roanoke, Va.

Mr. Evans, a personnel relations specialist and now in charge of Peoples' radio operations, said management must stay out of day-to-day operations of the business. He stressed importance of recognizing good work by employes. In essence he pleaded for management to manage.

(See District 7 and 8 pictures, page 118.)

KSD TV and KSD

The St. Louis Post-Dispatch Stations are now represented nationally by

NEW YORK
CHICAGO
CLEVELAND
DETROIT
WASHINGTON
LOS ANGELES
SAN FRANCISCO
*ATLANTA
*CHARLOTTE

Bomar Lawrence Associates

NBC SPOT SALES

RTNDA ANNOUNCES OCT. 26-28 AGENDA

News directors of radio and tv will learn a lot about their industry and the federal government during RTNDA's Washington convention Oct. 26-28 based on these daily themes: 'Know Your Government,' 'Know Your Industry,' and 'Know Freedom.'

THE three-day agenda for the Radio-Television News Directors Assn. convention Oct. 26-28 at Washington's Sheraton Park Hotel was announced last week by Tom Eaton, WTIC Hartford, Conn., president.

Officers will report at the opening business session at 10 a.m. on the first day. In keeping with the first day's "Know Your Government" theme, the news directors will receive a briefing at State Dept. headquarters at 11 a.m., an atomic energy briefing at AEC headquarters by AEC Chairman Lewis Strauss and other officials at 2 p.m., and a report at the Pentagon by Defense Secretary Charles Wilson and others at 4 p.m. General Motors will be host at a 6 p.m. cocktail party and buffet supper which will be followed by a discussion, "Covering Washington for Radio and Tv News," at 9 p.m.

Committee reports and announcements will begin the second day, which is keyed on "Know Your Industry." A wire service study report at 10 a.m. is slated with Richard Oberlin, WHAS-TV Louisville, as chairman, to be followed by a discussion, "The Future of Radio and Tv News," featuring Robert K. Richards, NARTB administrative vice president, as chairman; Sol Taishoff, B•T editor-publisher; John S. Hayes, WTOP-AM-TV Washington president, and others.

Fellows to Speak

Sears, Roebuck & Co. will be host at a 12:30 p.m. luncheon at which Harold Fellows, NARTB president, will speak. A television news workshop is scheduled at 2:30 p.m., with Julian Goodman, NBC, as chairman. Ford Motor Co. will be host at a 6 p.m. cocktail party.

The third day's activities, based on a "Know Freedom" theme, will begin with a pancake breakfast at 8 a.m., with Quaker Oats Co. as host. Committee reports and announcements will be made at 9:30 a.m. Set for 10 a.m. is a report by the Freedom of Information Committee, with Jim Bormann, WCCO Minneapolis, as chairman. Addresses will be made at 10:30 by J. Russell Wiggins, *Washington Post* managing editor and chairman of the ASNE Committee on Freedom of Information, and at 11 a.m. by Theodore Streibert, U. S. Information Agency director, and Leonard F. Erikson, Voice of America director.

After an 11:30 talk on government information by Attorney General Herbert Brownell Jr., a 12:30 p.m. luncheon with U. S. Steel Corp. as host will feature Charles Campbell, Washington director of British Information Services.

A business meeting and election of officers are scheduled for 2:30 p.m. and a board of directors meeting at 4:30. After a 6 p.m. cocktail party, RTNDA awards will be presented at a banquet.

WHEN Sigma Delta Chi, professional journalistic fraternity, last Monday honored the "GI Reporter," Ernie Pyle, by dedicating a plaque to his memory at Indiana U., broadcaster-members of the fraternity were on hand at Bloomington. L to r, J. Leonard Reinsch, managing director, James M. Cox stations, who chairmanned the radio-television committee; Lee Hills, executive editor of the *Detroit Free Press* and *Miami Herald* (WQAM), national president of SDX, who presided; Robert K. Richards, administrative vice president of NARTB, publicity committee; Gen. Omar N. Bradley, Ernie's "GI General," principal speaker; and Captain Harry C. Butcher, KIST and KEYT (TV) Santa Barbara, who also spoke, telling of his experiences with Ernie while Naval Aide to Gen. Eisenhower. President Eisenhower participated through film transcription made by NBC for the event.

SO. CALIF. RADIO STRENGTH CITED

Radio's growth, despite the arrival of television in the Los Angeles area, is detailed in a SCBA presentation that will be shown in New York tomorrow.

STORY of how Southern California's radio stations have fared in competition with full-scale television was previewed Friday for advertising newsmen and women in New York, with the full presentation to be given to New York advertising agencies beginning tomorrow (Tuesday).

Answer, as given by Norman Nelson, managing director, Southern California Broadcasters Assn., is that radio in his home territory is doing very nicely, indeed.

The "best testimonial" of all, he said, is the fact that "more advertisers are spending more money on radio every year" since the arrival of television. Comparing the first six months of 1949 with the like period of 1950, Mr. Nelson reported a 13% average increase in the gross revenue of Southern California radio stations. From the first half of 1950 to the first half of 1951, the average increase amounted to 26.2%. From January-September 1951 to the same nine-month segment of 1952, the increase was 12.1%. And the first three months of 1953 averaged 14.6% ahead of the same three months of 1952.

"Los Angeles' seven tv stations have created new advertising dollars," Mr. Nelson reported. "Since 1948 radio revenue has increased steadily; the Los Angeles radio revenue gain from 1948 to 1952 is 25.8%."

From 1950 to 1953, radio homes in Los Angeles showed a 16.2% increase; radio homes in Southern California went up 16.4%. With 66.2% of homes owning two or more radios (and 31.4% three or more), plus more than 1,750,000 portables, auto radios and those in business establishments, the area boasts a total of 7,186,206 radio sets, 4½ times as many as the 1,632,010 tv sets, according to the SCBA presentation, which notes that "in Los Angeles there are more auto radios than homes with tv sets."

There is a little less listening per home per day—4.76 hours in 1950, 4.50 hours this year—but with so many more radio homes, the total hours of listening are up 9.6% from 1950. Even with the decreased amount of in-home listening, the average of 3.70 hours a day spent listening to the radio inside the average Los Angeles dwelling is higher than the 3.16 hours spent watching tv. Los Angeles newspapers have had a 5.5% decrease in circulation (and a 14.9% increase in average line rate) since 1950, while the number of Los Angeles families has gone up 17.5%.

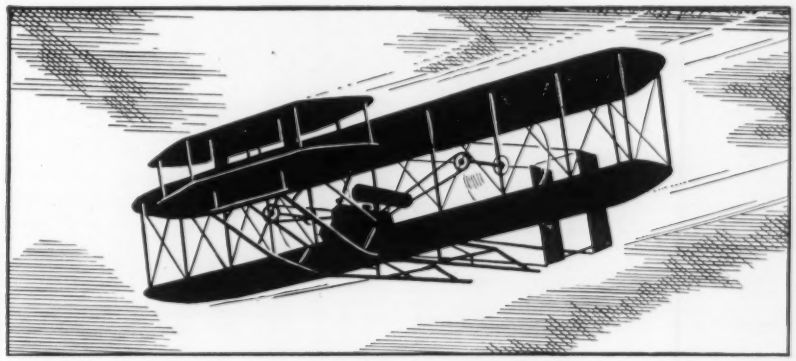
"When seven tv stations came into the Los Angeles market there were many who felt that a few of the city's 22 radio stations would go out of business," Mr. Nelson said. "Instead, we now have two more radio stations, bringing the total to 24, and all doing fine."

Coleman Named President Of N. C. Broadcasters

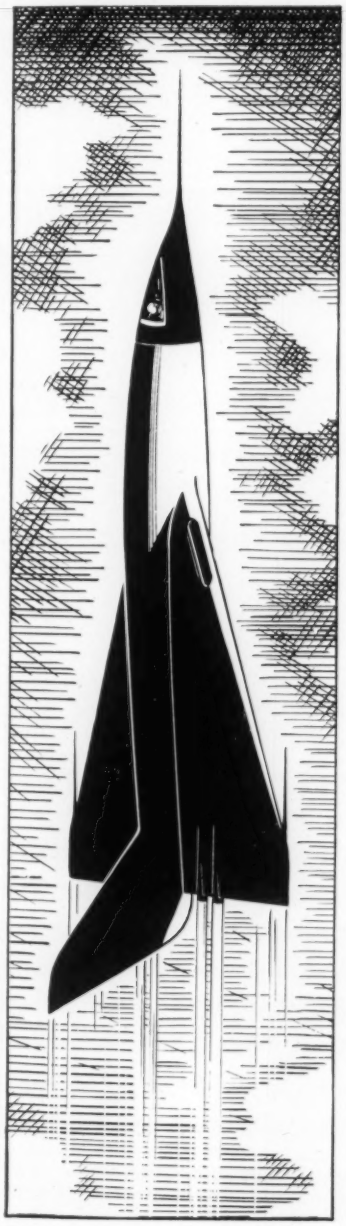
ELECTION of Ward Coleman of WENC Whiteville, N. C., as president of the North Carolina Broadcasters Assn., was announced last week. Other new officers elected at a meeting Sept. 21 are J. T. Snowden Jr. of WCPS Tarboro, first vice president; Edmund H. Smith, WIRC Hickory, second vice president, and Paul Hansell, North Carolina AP bureau chief, secretary.

Speakers at the meeting included Oliver Gramling, AP assistant general manager; Add Penfield, WBIG Greensboro, and Jack Weldon, WAIR Winston-Salem.

XUM



50 *years of "miracles"...*



AND THAT'S ONLY THE BEGINNING!

A half century ago, on December 17, 1903, Orville Wright made the first powered heavier-than-air flight. For twelve history-making seconds he flew over Kitty Hawk in a biplane fueled by the Esso Standard Oil Company.

Since that eventful day, and on into today's new era of screaming jets and zooming rockets, Esso Standard and the rest of the Petroleum Industry have moved forward hand in hand with aviation progress.

That's just one of the reasons why the week of Oct. 11th is being celebrated throughout the nation as OIL PROGRESS WEEK.

For while ever-improving fuels and lubricants have played a vital part in this astonishingly swift conquest of the skies, so also have improved petroleum products helped bring about the infinitely finer performance of your new automobile, the cleaner, cheaper and warmer heat that you enjoy in your home, and the smoother-flowing, well-lubricated productivity of the factories that produce the things you use. And now, through progress in Petrochemicals, you are entering a new world of miracle plastics and wonder fibres — more new things to serve your needs better and cheaper than ever before.

In short, there's hardly anything that you use or wear that hasn't somehow been made a little better through Petroleum Industry Progress.

So it's no wonder that OIL PROGRESS WEEK is celebrated by the Petroleum Industry and Esso employees and dealers everywhere. It honors the kind of progress that today, for example, brings you automobile gasoline that does *50% more work per gallon* than 1925 gasolines did! You'll agree there's *really* something to celebrate!

ESSO STANDARD OIL COMPANY

Esso

This newspaper advertisement and similar radio and television messages will be featured throughout Oil Progress Week, Oct. 11-17 in the 18 States and the District of Columbia where Esso Products are marketed.

Wisconsin Broadcasters Elect Peck President

HARRY D. PECK, WISN Milwaukee, was elected president of Wisconsin Broadcasters Assn. at the group's Tuesday meeting in Milwaukee. He succeeds Ben Laird, WDUZ Green Bay, who had held the post five years and is president of National Federation of State Broadcasters Assns. Mr. Peck is a former president of Nebraska Broadcasters Assn., having once been at KFOR Lincoln.

Other officers elected were William E. Walker, WMAM Marinette, vice president; Verl Bratton, WKTY LaCrosse, secretary (second term); Mig Figi, WAUX Waukesha, treasurer; Charles Lanphier, WFOX Milwaukee; Art Berner, WTAX Antigo, and Mike Henry, WKOW Madison, directors.

WTMJ-TV Milwaukee filmed part of the proceedings for an evening news roundup program.

The Wisconsin delegates decided to poll each member station on plans for educational tv programming. A second resolution endorsed the national federation and provided that WBA join as a paying member.

Louisiana Broadcasters Set Election Nov. 19-20

THE Louisiana Assn. of Broadcasters will meet Nov. 19-20 at the Captain Shreve Hotel in Shreveport to elect officers. A meeting and dinner for officers and directors will be held at the Shreveport Country Club the evening of Nov. 19 and the regular meeting will take place the next day.

LAB's 1953 officers: President, E. Newton Wray, KTBS Shreveport; vice president, B. Hillman Bailey Jr., KSIG Crowley; secretary-treasurer, William A. Patton, KLFY Lafayette; directors: W. Eugene Jones, KSLO Opelousas; Harold Wheelahan, KSYL Alexandria; Paul Goldman, KNOE Monroe; Henry Clay, KWKH Shreveport; David Wilson, KPLC Lake Charles; George H. Thomas, KVOL Lafayette; George Martin, KROF Abbeville, and Jerry Hamm, KANE New Iberia.

Voice of Democracy Contest Aids Are Sent to Stations

SERIES of transcriptions will be sent to stations for guidance of high school students competing in the seventh annual Voice of Democracy Contest sponsored by NARTB, Radio-Electronics-Tv Mfrs. Assn. and U. S. Junior Chamber of Commerce. The contest will be held during National Radio & Television Week, Nov. 1-7.

Featured on the transcription are Sen. Spessard L. Holland (D-Fla.); Charles Collingwood, CBS; Dr. Paul E. Elicker, executive secretary, National Assn. of Secondary School Principals; Rev. Edward L. R. Elson, National Presbyterian Church, Washington, D. C.; Dr. Ellsworth Tompkins, Office of Education, and Robert Burnett.

Recent Fm Developments

DR. EDWIN H. ARMSTRONG and John H. Bose, Marcellus Hartley Research Lab, Columbia U., will speak on "Some Recent Developments in the Multiplexed Transmission of Fm Broadcast Signals" at 8 p.m. Tuesday at a meeting of the Radio Club of America at Pupin Hall, 120th St. and Broadway, New York.

EISENHOWER SURPRISES FCC, NAMES LEE AS COMMISSIONER

Months-long speculation over who would get the last vacancy came to a rapid finish last Tuesday with the appointment of darkhorse Robert E. Lee. The former FBI agent and auditor nosed out Robert Dean of KOTA for the job.

COMR. ROBERT E. LEE, an Irish Catholic with a Confederate name, goes to work full time today (Monday) as the newest member of the FCC, bringing its membership up to seven for the first time since June 30.

Comr. Lee was sworn in Tuesday noon as a recess appointee three hours after President Eisenhower had signed his commission. He will work without pay until the Senate can confirm a formal nomination when it meets again in January. Restoration of back pay would come with confirmation.

Appointment of Mr. Lee, director of surveys and investigations for the House Committee on Appropriations, is for a seven-year term. He succeeds Comr. Paul A. Walker, who left the Commission last June 30 after serving a score of years including a period as chairman.

The new appointee, aged 41, has been an auditor and investigator since the early 30s, including nearly a decade with the Federal Bureau of Investigation. He had been prominently mentioned for another post, Assistant Comptroller General of the U. S.

Several months of rumors and political maneuvering wound up Tuesday when Mr. Lee's appointment was announced. A dozen or more candidates for the FCC post had been involved, with the list narrowing down to one name—Robert J. Dean, KOTA Rapid City, S. D. At one time last July word had gone out that the Dean nomination had left the White House and was enroute to Capitol Hill, but apparently it was called back for reconsideration.

FCC now includes four Republicans (Chairman Hyde, Doerfer, Sterling, Lee), two Democrats (Bartley, Hennock) and one independent (Webster).

Comr. Lee was sworn in by Chief Judge Harold M. Stephens of the U. S. Court of Appeals for the District of Columbia. After informal greetings from FCC members and staff executives the new Commissioner returned to his House office for the day. He took part in the Commission meeting Wednesday morning but spent most of the remaining time last week clearing up his committee work, reporting on an inspection trip in Europe and aiding in selection of a successor.

Comr. Lee told B•T he "knows a lot about the FCC but not much about the industries it regulates." His familiarity with the Commission arises from work at the Appropriations Committee, where intensive investigations are made into the budgets for all federal agencies.

"I'll be doing a lot of homework for the next few months," he added. He refused to answer questions about his views on regulation of radio and tv, indicating he wants to become more familiar with the electronic field before commenting.

First indication Comr. Lee had that he was being considered for the FCC vacancy came in September the day before he left for Europe on an inspection trip of foreign aid activities for the House Appropriations Committee. At that time he was one of two proposed appointees for the vacant post of Assistant Comptroller General. The other candidate was Frank H. Weitzel, a 25-year career man at General Accounting Office. Mr. Weitzel's appointment was announced Wednesday by the President. The GAO post is nonpartisan and carries a $15,000 salary for a 15-year term.

With his chief support for a high government post coming from Chairman John Taber (R-N. Y.), chairman of the House committee, and from committee members of both parties and Republican leaders, Mr. Lee's candidacy developed strong support in the last fortnight. Top party figures endorsed him including, it was indicated, Vice President Nixon.

While in Europe Sept. 26 the new Commissioner was directed to return to this country and report to the White House. He reported to Sherman Adams, Assistant to the President, Oct. 1, and was at the White House the rest of that week.

Last Tuesday morning he was called to the

JUDGE Stephens administers the oath to new FCC Comr. Lee as Comr. Bartley holds the Bible.

BIG MIKE... *the Exhibitor—*

The Nebraska State Fair is Nebraska's biggest show . . . the showcase of Nebraska agriculture and industry. Every year as thousands of people from every corner of the state go to the Fair, Big Mike and his KFAB staff of entertainers and guest stars display their wares. Big Mike has helped to build the Nebraska State Fair into one of the nation's outstanding exhibitions, and Nebraskans have come to regard KFAB and Big Mike as part of the Fair. Big Mike has just completed another outstanding year of building new friends and renewing old with the Midwest's biggest radio show at Nebraska's Fair. This is prestige and pre-built acceptance and goodwill for the KFAB advertiser. Big Mike's record as the state's outstanding State Fair Exhibitor and Showman is another KFAB bonus that will increase the effectiveness of your advertising dollar. We can't tell the full story here . . . so why not ask Free & Peters . . . or talk to General Manager Harry Burke.

Big Mike is the physical trademark of KFAB—
Nebraska's most-listened-to-station
(Hooper Area Survey, Jan.-Feb., 1953)

THE MIDWEST-EMPIRE STATION
1110 KC
KFAB
50,000 WATTS OMAHA CBS RADIO

White House for a 9 o'clock appointment, at which time President Eisenhower signed the FCC commission. It is understood the President congratulated the new commissioner, commenting briefly that he was interested in the Commission's work and considered the appointee a strong executive with a notable government record.

Speculation arose that Comr. Lee was a "McCarthy man" but he told B•T he was certain Sen. Joseph R. McCarthy (R-Wis.), a close friend now honeymooning after his wedding Sept. 29, knew nothing at all about the pending appointment. He said he and Mrs. Lee had known Sen. McCarthy and his bride many years. Mrs. Lee was matron of honor at the McCarthy wedding [CLOSED CIRCUIT, Oct. 5].

Comr. and Mrs. Lee were active with Sen. McCarthy in the 1950 campaign on behalf of Sen. John M. Butler (R-Md.) who defeated former Sen. Millard Tydings. Mrs. Lee continues active in Republican politics as a member of the Republican State Committee, District of Columbia. She is assisting in planning the Oct. 12 luncheon to be tendered Mrs. Dwight Eisenhower by D. C. Republican women.

Lives in D.C.

The Lees live in a modest house at 3147 Westover Drive in Southeast Washington. Their friends include many persons high in official Washington.

Comr. Lee jokingly said he will have to draw heavily on his professional budget experience for the next few months if he cannot draw a pay check until the Senate acts. At the committee he was paid $11,500, it was understood. His FCC salary is $15,000. He said he owns only one share of stock.

The Lees have three children—Pat, 15, a student at Holy Cross Academy; Robert Jr., 14, St. Johns College (high school) and Michael, 8, St. Francis Xavier school. Comr. Lee is a member of St. Francis Xavier parish in southeast Washington and is active in church affairs.

The newest Commissioner is a genial, dark-complexioned man. He handles himself easily and hides his thoughts behind a persistent smile. In his FBI and government career he has been involved in countless important functions as a behind-the-scenes participant.

He meets people easily and informally. Without too much persuasion he will entertain a social gathering with a fairly extensive repertoire of Irish songs supplemented by what he insists are authentic versions of Irish jigs.

Son of an Irish foot patrolman, Robert Emmett Lee was born and reared in Chicago. He attended De Paul Academy and received a degree in accounting from De Paul University besides studying at Chicago College of Commerce and Law. While going to college he worked as a drug clerk and auditor to finance his schooling.

Having had auditing experience at Chicago hotels, his first post-college job led him to St. Louis as auditor at the Roosevelt Hotel. In 1935 he returned to Chicago as auditor for American Bond & Mortgage Co. Bondholders Protective Committee 1935-38. This committee was created by law to handle defunct properties of that company and involved reorganization of some 70 properties including hotels, hospitals and office buildings.

In 1936 he married Wilma Rector, who was taking a nurse's training course at a Chicago hospital.

Next step in his career came in 1938 when he joined the FBI as a special agent. After a Washington training course he was assigned to financial investigations, involving examination of accounts of many corporations in connection with antitrust laws.

At FBI he attracted the attention of Director J. Edgar Hoover and in 1941 Mr. Hoover named him administrative assistant with the job of building up the FBI staff to meet the threat of war. This involved a nationwide drive to recruit agents who would perform in a critical role during this period of the nation's history.

Later he was made chief clerk of the FBI in charge of all fiscal matters. He installed the first complete machine accounting system in government, evaluated the bureau's administrative functions and conducted surveys of other federal agencies at the request of various Cabinet officers. Doubling as a public relations representative, he made over 200 speeches describing FBI's work.

This FBI record had attracted attention on Capitol Hill and in 1945 he was put on loan to the House Appropriations Committee to head a staff of specialists conducting studies of efficiency in government offices. He carried a strong recommendation from Director Hoover and soon developed a wide acquaintance on the Hill.

Left FBI in 1947

He resigned from the FBI in 1947 to take over the House committee's survey and investigation activities.

Some months ago Comr. Lee served several times as guest moderator of the tv *Facts Forum*, sponsored by Texas oilman H. L. Hunt and others. The program has been described as a conservative political production but Comr. Lee contended it is impartial and "clean as a hound's tooth." He said his role was to help the tv version of the program get under way.

Comr. Lee is a tv viewer. The Lees' set is in the basement since he subscribes to the doctrine that television receivers are also fine baby-sitters.

Jurist Praises FCC

JUDGE Harold M. Stephens of the U. S. Court of Appeals, D. C., followed through with an informal talk on FCC-appellate court relations after swearing in Comr. Robert E. Lee Tuesday noon. Judge Stephens said:

"This is the third or fourth time I have sworn in a Commissioner of the FCC. I am proud that we have jurisdiction over the FCC and proud of the way it responds to the way we elucidate the law."

Ch. 6 Proposal

ACTING within a week after petition by Hearst Corp., FCC last Wednesday proposed rule making to amend the tv assignment table to add vhf ch. 6 to Whitefish Bay, Wis., just north of Milwaukee. Ch. 6 thus would be available for application by Hearst's WISN Milwaukee, which has pending a court appeal against FCC's repeated refusal to consider its pre-freeze bid for ch. 10 there, now reserved for education [B•T, Oct. 5]. To make ch. 6 possible at Whitefish Bay, FCC would substitute ch. 6 for ch. 5 at Marquette, Mich., and swap ch. 5 for ch. 6 at Green Bay, Wis.

KCMO SALE BID GOES BEFORE FCC

Meredith would pay $2.5 million for the Kansas City am, fm and tv outlets.

APPLICATION for approval of the sale of KCMO-AM-FM-TV Kansas City from Tom L. Evans and Lester E. Cox to Meredith Pub. Co. [AT DEADLINE, Oct. 5] was filed with the FCC Friday. Purchase price of 100% of the stock of KCMO Broadcasting Co. was listed as $2 million, plus notes payable and operating losses as of closing date which is expected to bring the total price over the $2.5 million mark. Additional investment in new tv equipment by the prospective new owner—to round out studio gear and bring KCMO-TV to maximum power—will bring the total figure even higher, it is understood.

FCC approval will give Meredith Publishing Co. (*Better Homes & Gardens* and *Successful Farming*) four tv and three am stations. The publishing company already owns WHEN (TV) Syracuse, N. Y.; WOW-AM-TV Omaha, and KPHO-AM-TV Phoenix, Ariz. It bought the Omaha stations in 1951 for $2.5 million and the Phoenix stations in 1952 for $1.5 million.

In the application, KCMO properties' balance sheet for July 31, 1953, shows total current assets of $97,050.25 and total current liabilities as $142,816.60. Deferred charges, mostly for the construction of KCMO-TV amounts to $94,232.60, the balance sheet showed. It also listed investments as $11,230, and fixed assets as $567,836.71.

The purchase agreement indicated that the 400 shares of KCMO Broadcasting Co. stock were being bought for $5,000 a share. Both Mr. Evans and Mr. Cox own 198 shares each. Their sons, Richard W. Evans and Lester L. Cox own two shares each. Meredith deposited $100,000 with Messrs. Evans and Cox as earnest money. Agreement also provides that neither Mr. Evans nor Mr. Cox will engage in broadcasting within a 50-mile radius of Kansas City for the next five years. Purchase contract becomes void by March 31, 1954, if the FCC has not acted on the sale.

Under a separate agreement, Mr. Evans will become chairman of the executive committee of the KCMO Division of Meredith Engineering Co., subsidiary of the publishing company. Mr. Evans is retiring for personal reasons. In 1949 he sold control of Crown Drug Co., a chain of 83 drug stores in Missouri, Kansas and Oklahoma.

Mr. Cox continues in broadcasting with his 12.5% interest in KOAM-AM-TV Pittsburg, Kan., and 49.9% ownership of KWTO Springfield, Mo. Mr. Cox's son is a co-owner of the KOAM stations and 24.9% owner of KYTV (TV) Springfield, Mo., which began commercial operations last month. KOAM-TV plans program operations this week.

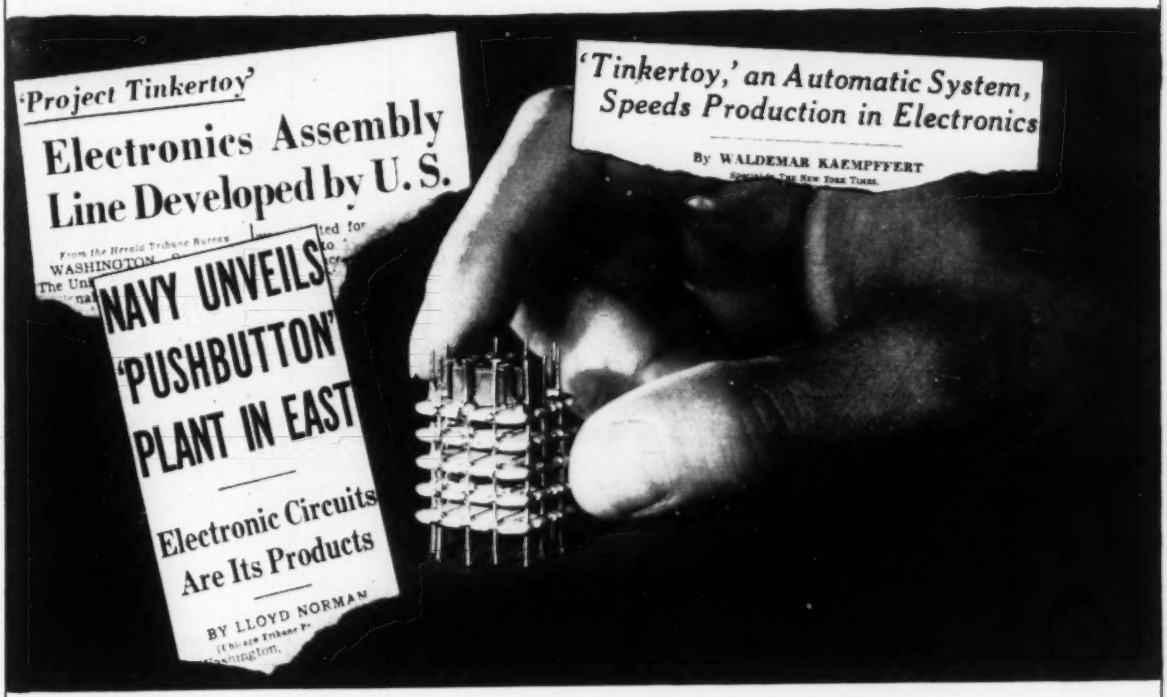
Entire staff will be retained at the KCMO stations, it was understood, including E. K. Hartenbower, vice president and general manager, and Richard W. Evans, commercial manager.

Handling the arrangements is Andrew G. Haley, of the Washington law firm of Haley, Doty & Schellenberg, who represents both the KCMO properties and Meredith Publishing Co.

Seventeen-year-old ABC-affiliated KCMO operates as a Class II station on 810 kc with 50 kw day, 10 kw night, directional. KCMO-FM began operating in 1948 and KCMO-TV, on vhf ch. 5, with 100 kw authorized from an 831-ft. antenna above average terrain, Sept. 27.

Meet the mechanical marvel behind

"PROJECT TINKERTOY"


'Project Tinkertoy'
Electronics Assembly Line Developed by U.S.
NAVY UNVEILS 'PUSHBUTTON' PLANT IN EAST
Electronic Circuits Are Its Products
BY LLOYD NORMAN
'Tinkertoy,' an Automatic System, Speeds Production in Electronics
By WALDEMAR KAEMPFFERT

This tiny electronic device is the secret behind that amazing U. S. Navy and National Bureau of Standards development you've been reading about . . .

Hush-hush for many months, "Project Tinkertoy" can now be revealed as one of the most remarkable developments in modern electronics . . . a Technique that will very probably revolutionize manufacturing methods in the electronics and allied fields. Radio, television, aviation, computing, and communications are five of the fields where it is immediately applicable . . . where its ability to produce a wide variety of electronic circuit combinations will produce tremendous savings in materials, time and labor. For further information on its possibilities, applications . . .

Contact Engineering Department

WILLYS ELECTRONICS DIVISION

OF WILLYS MOTORS, INC.
Toledo, Ohio Arlington, Va.

FIRST TERRE HAUTE TV GRANTED; MADISON GETS EDUCATIONAL UHF

WTHI wins conditional approval for the Indiana station. Initial decisions favor WSFA bid for Montgomery vhf and Alf Landon's application for Topeka channel.

FIRST television station for Terre Haute, Ind., was approved conditonally by FCC last week with grant of vhf ch. 10 to WTHI there. Concurrently, the Commission issued a permit for noncommercial, educational uhf ch. 21 at Madison, Wis., to the Wisconsin State Radio Council, the 22d post-freeze educational station.

Vhf ch. 12 at Montgomery, Ala., is proposed to be granted to WSFA there in an initial decision announced by Examiner Thomas H. Donahue. He would deny in default the competitive bid of William E. Benns Jr. doing business as Alabama Television Co. Mr. Benns is president of WBAM Montgomery.

In another initial decision, by Examiner Elizabeth C. Smith, uhf ch. 42 at Topeka, Kan., is proposed to be granted to Alf M. Landon, operator of WREN Topeka. The ruling was made possible by the withdrawal of a competitive application by R. F. Schoonover.

The grant to WTHI was facilitated by the dropout of a competing application by John R. Figg, wholesale grocer at Bloomington, Ind. The WTHI authorization is conditioned upon such further action as FCC may take in the light of a court ruling on the appeal of WSAL Logansport, Ind., against the Commission's refusal to allocate ch. 10 at Logansport.

Polan Industries and Chapman S. Root are contestants for uhf ch. 63 at Terre Haute.

In other actions, the Commission designated for hearing the applications of F. M. Radio & Television Corp. and Standard Radio & Television Co. for vhf ch. 11 at San Jose, Calif. The case is to begin Nov. 6 in Washington.

Details of last week's grants:

Terre Haute, Ind.—Wabash Valley Bestg. Corp. (WTHI) granted new tv station on vhf ch. 10; effective radiated power 316 kw visual and 191 kw aural; antenna height above average terrain 490 ft. Grant is subject (a) to such further action as FCC may take in the light of judicial determination in LOGANSPORT BCSTG. CORP. v. U. S. AND FCC, case No. 11,601 in U. S. Court of Appeals for D. C., and (b) that no construction may commence pending final decision by FCC on Logansport Bestg. Corp.'s July 10 petition for allocation of vhf ch. 10 there. WTHI-TV's permit is subject to termination by FCC without hearing in event final decision on Logansport petition shall delete assignment of ch. 10 to Terre Haute or, subject to such modification of the channel assignment without hearing as may be deemed appropriate by FCC in the event a different channel is substituted for ch. 10 in Terre Haute.

Madison, Wis.—Wisconsin State Radio Council granted noncommercial, educational uhf ch. 21; ERP 10.7 kw visual and 5.37 kw aural; antenna 230 ft.

WGRO Leaves Air To Meet Duopoly Rule

WGRO Bay City, Mich., was scheduled to discontinue operations yesterday (Sunday). WGRO announcement to leave the air results from FCC duopoly ruling, which prohibits common ownership of two radio stations with the same coverage areas.

The FCC ruling came in the ch. 5 grant to the newly-formed North Eastern Michigan Corp. which succeeded the three pending applicants who dismissed their bids, James Gerity Jr., Saginaw Broadcasting Co. and Bay Broadcasting Co. Mr. Gerity, who owns WGRO and WABJ Adrian, Mich., is president and two thirds owner of North Eastern Saginaw Broadcasting, licensee of WSAM Saginaw, owns the other one-third. The grant was conditioned upon Mr. Gerity disposing of WGRO [B•T, Sept. 7].

'NO-NETWORK' UHF GRANTEE DROPS CP

BECAUSE of his inability to get network affiliation and the present availability of vhf service to his market, Sidney H. Bliss, trading as Beloit Broadcasting Co., petitioned FCC last week to cancel his construction permit for uhf ch. 57 at Beloit, Wis. It would be the 20th post-thaw dropout.

The petition reviewed his unsuccessful efforts to secure network affiliation for the uhf outlet, WRBJ (TV), whose Grade A and B contours would serve Rockford, Ill., and Janesville, Wis., as well as Beloit. WRBJ was granted last February, at which time the market received only fringe area vhf service, the petition said.

Mr. Bliss is president of WGEZ Beloit and WCLO Janesville, Wis. He publishes the *Janesville Gazette*.

After the ch. 57 permit was issued to WRBJ, the petition asserted, Mr. Bliss "went to New York in an effort to obtain network affiliation. Two of the networks expressed definite interest in the proposed station. One network went so far as to request that applicant return later bringing with him positive indication from major distributors serving his market that they desired to have proposed station added to the television advertising schedule of their supplying manufacturers."

Contacted Distributors

Mr. Bliss said he contacted the major distributors in Rockford, Chicago, Milwaukee and Madison and "on May 19, applicant returned to this network with the requested information but was not given the opportunity to present it. The network on this occasion showing no interest whatsoever in the proposed station."

He then contacted the second available network, the petition recalled, and was advised "no decision could be made at that time because the successful Rockford applicant for ch. 13, which had been granted a CP only the week previous, was coming to see said network the following week. This precluded any interest in applicant's uhf station."

WREX-TV Rockford was granted ch. 13 May 14 and began operation a fortnight ago with ABC and CBS programs. WTVO (TV) Rockford began operation on uhf ch. 39 May 3 and is airing NBC and DuMont programs.

Mr. Bliss alleged that "apparently the grant of ch. 13 the previous week was also the reason for the first network's lack of interest."

WREX-TV on Aug. 11 "publicly announced [it] had signed affiliation contracts with both of the networks contacted by applicant," the petition asserted.

In the meantime, the petition explained, Mr. Bliss and members of his staff visited vhf and uhf stations on the air in a number of cities to study costs and operations. As a result, Mr. Bliss concluded that in view of the new vhf signals to his market now and forthcoming, a network affiliation "is a pre-requisite to economic survival."

FCC vs. Lawyers

IT's a ballgame, not a lawsuit, but FCC staff members and radio-tv attorneys of the Federal Communications Bar Assn. will battle it out this coming Saturday at the annual FCBA outing—and NARTB has donated a trophy for the winner this and each succeeding year. The stag outing, for FCBA members and their invited guests, will be held at Twin Oaks, the estate of Horace Lohnes at Vienna, Va. Ballgame lineup:

FCBA—Vincent Welch, p; Robert Heald, c; Russell Eagan, 1b; Vincent Pepper, 2b; Vincent Wasilewski, 3b; Howard Schellenberg, ss; John Jacob, sf; Irwin Schneiderman, cf; Ben C. Fisher, lf; Len Jaskiewicz, rf. **FCC**—Wally Johnson, p; Bill North, c; Harold Kassens, 1b; Jim Barr, 2b; Louis De LaFleur, 3b; Tom Heron, ss; Bill Bradley, sf; Bob Tosch, lf; John Griffin, cf; Clayton Hansen, rf; John Wicker, mgr; Maury Wihton, scorer.

STROUSE HITS ANY FM BAND LIMITING

PROTEST against suggestions that the fm broadcast band be crowded into a smaller segment of the spectrum to permit industrial traffic [CLOSED CIRCUIT, Oct. 5] was made to FCC Comr. E. M. Webster Thursday by Ben Strouse, WWDC-FM Washington, writing as chairman of the NARTB Fm Committee.

Mr. Strouse wrote Comr. Webster that his remarks at the NARTB District 14 meeting at Sun Valley, Idaho, Sept. 21 had been construed in some areas as an indication "that the Commission might possibly be inclined to look with favor on a petition by non-broadcasting interests for space on that portion of the spectrum which has been reserved for fm development."

The statement in the address that led to Mr. Strouse's letter follows:

If the broadcast industry does not take some steps to increase the utilization of the fm frequencies, I have no hesitancy in stating that I would have difficulty in finding it in the public interest to retain all of the 88-108 mc band for fm broadcasting in the event the Commission is petitioned to reallocate a portion of the band to accommodate new services or to relieve the congestion in existing services.

'FCC Won't Do It'

Mr. Strouse wrote he did not believe the FCC would entertain any proposal to chip a piece off the fm band without long and serious study. He reminded that fm is widely recognized as a superior signal, with over 9 million receivers in use by American people. He added that over a score of communities have no local radio other than fm, and three-score others have no other local nighttime service plus 250 areas in which subtantial parts of the populace rely on fm for local coverage after sundown because local am station are directional.

At present 680 fm stations are in service, Mr. Strouse said, and another 18 under construction. Any reallocation of stations would obsolete tuning habits of listeners and force expenditures for equipment changes, he continued. The band was described as a valuable store of channels for future needs, entirely free of international agreements.

Mr. Strouse noted that fm's troubles are not of its own making and recalled that a half-million receivers were obsoleted when the band was moved from the 40-50 mc area to the present spot in the spectrum. He said NARTB and Radio-Tv Mfrs. Assn. have been stimulating fm set sales by joint promotion campaigns.

WCBS RADIO ANNOUNCES A WELL-EARNED RATE INCREASE!

Reflecting its ever-increasing dominance of the New York market, WCBS RADIO announces an increase in its daytime rates, effective November 1, 1953. (Nighttime rates remain unchanged.) There are good reasons for this rate increase – the best reasons in the world:

1. There are more families listening to New York daytime radio today than there were four years ago (and that was before television hit its stride, too).

2. There are more families listening to WCBS RADIO today during the daytime* than there were four years ago, when the last WCBS RADIO rate card was published (May 1, 1949).

3. WCBS RADIO'S over-all share of the New York audience is increasing at a faster rate than any other station's.

4. Taking the total week's average, day and night, WCBS RADIO now delivers an audience that's 40.3% larger than any other station's.

A new rate card (number 22) is now in production and will be mailed soon to advertisers and their agencies across the nation. In the meantime, for detailed information on rates and remaining availabilities, call CBS Radio Spot Sales or

WCBS RADIO

Number One Station in the Number One Market

CBS Owned • New York

* *6:00 am–6:00 pm*
Source: Pulse, April-September, 1953-1949

FCC POSTPONES WPRO-TV STATION CH. 12

Interim authority for WPRO-TV Providence, R. I., to commence operation was stayed by the Commission pending consideration of an economic protest by WNET (TV) there, uhf ch. 16 grantee. But WPRO-TV and Comr. Doerfer attack WNET's delay in construction.

THE SPECIAL temporary authority issued by FCC to WPRO-TV Providence, R. I., to commence interim operation on vhf ch. 12 was postponed by the Commission last week pending consideration of a protest of the ch. 12 grant by Ch. 16 of Rhode Island Inc., permittee of uhf ch. 16 WNET (TV) there [B•T, Oct. 5]. WPRO-TV had planned to go on the air this week.

The postponement of the STA, however, was ordered over a strong dissent by Comr. John C. Doerfer and the objection of WPRO-TV, both of whom indicated WNET's plight is of its own choosing since it has failed to construct even though the ch. 16 permit was issued six months ago.

WPRO-TV charged, in its reply to WNET's request for stay, that the WNET strategy must be concluded to constitute "obstruction and delay." WPRO-TV said its opinion "is strongly reinforced by the announcement, appearing in *The Providence Journal* under date of Oct. 1 of the resignation of George Gerber as president of Ch. 16 of Rhode Island Inc., which resignation was attributed to Mr. Gerber's feelings that the protest filed by [WNET] is unfair."

The WNET protest alleged economic injury under Sec. 309(c) since the uhf permittee would be unable to acquire network affiliation in view of available vhf outlets. WPRO-TV would be the second local vhf station, WJAR-TV being in operation on ch. 10.

WNET charged FCC erred in acting so quickly upon the three-way merger proposal which allowed the WPRO-TV grant and attacked a potential "unconscionable consideration" of $205,500 which WPRO-TV could pay to certain principals of a former competitor should stock options be revoked. WNET also alleged that WPRO-TV had commenced construction prior to receipt of its permit.

The ch. 12 grant was made by FCC to Cherry & Webb Broadcasting Co. (WPRO) following dismissal of two competitive applications, one by Hope Broadcasting Co. and the other by Greater Providence Broadcasting Co. Cherry & Webb plans a new tv firm with options for 25% interest going to Hope and 20% to Greater Providence.

Under the merger agreement, C. George Taylor and Robert T. Engles, former principals in Greater Providence, are given the joint option to buy 13% interest in WPRO-TV, which option is valid for 12 months after FCC approves transfer of WPRO-TV to the new tv firm. The option may be discharged after seven months, however, by payment of $205,500 to Messrs. Taylor and Engles.

As to WNET's concern for this potential consideration, WPRO-TV asserted it can hardly be termed "unconscionable" if the option were revoked since "in terms of equity, this consideration would be termed adequate and just for the loss that the optionees would suffer."

"There has been no exchange of funds between the permittee and those mutually exclusive applicants who dismissed their applications," WPRO-TV said. "The only funds that will ever change hands under the terms of this agreement will be upon the revocation of the option running to Messrs. Taylor and Engles and will merely compensate them for their loss of perspective advantage."

Referring to WNET's notation that the Cherry & Webb application shows expenditures of more than $375,000 "accountable" to the proposed tv station, WPRO-TV replied that the expenditures were just that, an accounting action.

Denies Illegal Construction

"Is it reasonable to contend, as Ch. 16 of Rhode Island does, that Cherry & Webb has violated Sec. 319 of the Communications Act [forbidding premature construction] because, as an applicant, it had available building space that could be appropriated and finished for television studio and transmitter housing, and because it possessed a supporting tower constructed pursuant to a prior fm construction permit?" WPRO-TV asked. The ch. 12 station denied having on hand any tv equipment and no ready-to-operate studio or technical facilities when the permit was granted.

In answer to WNET's charge that the "real parties in interest" were not before FCC at the time of the ch. 12 grant, WPRO-TV pointed out that Cherry & Webb still is the permittee and is the holder of the STA, while the grant specifically provided that FCC must rule later upon any transfer to a new firm to effectuate the proposed merger. WPRO-TV argued that the Commission was aware of all factors involved when the grant was made.

WPRO-TV noted that WNET attacked its efforts to get on the air "with such precipitous haste" since local service was available from WJAR-TV.

WPRO-TV explained there is no reason why it should not get on the air "at the earliest possible time. Cherry & Webb will bring a second local television service to the Providence area, where the Ch. 16 group has completely failed in the six months since the issuance of its construction permit.

"The action of Cherry & Webb in getting 'on the air' and perhaps gaining affiliation with a national network and other remunerative business has not made the economic plight of the uhf permittee an even more miserable one for this, if true, has been brought about, not by Cherry & Webb's action, but by the Ch. 16 group's own inaction.

"For one who is so interested in serving the public interest, as the Ch. 16 group alludes to be, it is difficult to understand why they have not attempted to serve that public interest by getting 'on the air' during the past six months."

In his dissent to postponement of the STA, Comr. Doerfer said in part:

Taking all of the allegations in their entirety in support of the protestant's petition to the stay of the special temporary authorization, there is little to indicate that the protestant has a genuine concern in the public interest. On the contrary, if protestant had a sincere regard for the public interest, he would himself have made substantial progress in the construction of facilities to implement the grant made to him almost six months ago. If he has as little faith in uhf as his present pleadings indicate, he should not have applied for the permit in the first place.

I am further fortified in my conclusion that the

Why continue paying rent for your transcription library year after year, when you can *own your own* and save a substantial hunk of money? It's yours for keeps when you buy the STANDARD Transcription Library . . . and it costs you thousands of dollars less than rental.

Service includes 5,000 All-Time favorite musical selections by Tommy Dorsey, Spike Jones, Bob Crosby, Doris Day, Frankie Laine and a host of other famous performers . . . plus 600 program and commercial aids.

Start cutting your music costs immediately with STANDARD OWN-YOUR-OWN Library. Write for complete cost information, today.

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BUY and OWN-YOUR-OWN LIBRARY from
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SOUND EFFECTS, TOO!
A vast collection for every conceivable program use. Write for catalog today.

With a 5-fold increase in power

WOWO

FORT WAYNE

will extend its signal to cover a rich Midwestern market including

1,000,000 additional people

Now nearing completion at a cost of more than a quarter-million dollars, the new WOWO transmitter is another example of Westinghouse's continuing faith in radio. WOWO, always outstanding for *audience-action*, will become Indiana's only full-time 50,000-watt station.. serving a million more people and offering advertisers a greater value than ever!

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for TV;
for WBZ-TV and WPTZ, NBC Spot Sales

granting of the stay is contrary to the public interest by the fact that the President of the protestant refused to join with his colleagues, both in the instant Motion for stay and the protest. In my opinion, Mr. Gerber has a real regard for the public interest and is the type of person that this Commission should invite and encourage into the broadcasting field.

Denial of the stay would bring television service to the people of Providence within a very short time; on the contrary, a grant of the stay will only compound the unavoidable but nonetheless unfortunate delays occasioned by the large backlog of applications on file with this Commission.

If the allegations of protestant are proved true and the grant revoked, a heavy penalty will fall on the vhf grantee—as it should; but if the allegations are unsubstantiated the real victim will be the public in Providence, Rhode Island, who are being denied a service during the interim, especially that part of the public outside the range of the proposed uhf service

Any and all doubts contained in Sec. 309(c) should be resolved against that protestant whose main concern is not the public interest but his own . . .

FTC's RADIO-TV RULES HEARING STALLS

Objections and counter-suggestions by varied interests are too much for the Washington hearing.

THE FEDERAL Trade Commission's hearing on 31 proposed trade practice rules for the radio-tv industry floundered last week in a morass of objections and counter-suggestions submitted by manufacturers, distributors, dealers, lumber interests and consumers groups.

The Thursday hearing at FTC's Washington headquarters saw only 11 of the rules considered during the day's discussions, with the discouraging outlook that rapid advancements in television technology—mainly the impending new NTSC color system—and the problem of defining "high fidelity" standards may slow down final adoption of trade practice rules.

An adjourned meeting was called for Dec. 7 by FTC attorney Paul Butts, chairman at Thursday's hearing, at the suggestion of Glen McDaniel, president of Radio-Electronics-Television Mfrs. Assn.

Mr. Butts invited all interested parties to attend the Dec. 7 meeting, after which no further objections or comments will be entertained. He also asked that other objections and comments be filed with FTC in writing before the meeting in time for study by those interested.

Presiding at the hearing was A. C. Phelps, assistant director of FTC's Bureau of Industrial Cooperation and chief of the Division of Trade Practice Conferences, who, with Mr. Butts, was introduced by FTC Comr. James M. Mead.

The most controversial subject discussed arose over a proposed FTC rule to require that tv cabinets made from plastic, metal or other materials which "simulate wood" be clearly labeled as such and that cabinets made of inferior woods, but with a simulated "mahogany" or "walnut" grain or staining be conspicuously labeled as such.

Robert Hawes, representing the Veneer Assn., said set manufacturers should be required to label such cabinets as "imitations" of named woods instead of "simulations," because "simulate" is not a common word easily understood by consumers.

But RETMA President Glen McDaniel and other radio-tv industry spokesmen thought the proposed Rule 6 on tv cabinet materials was too stringent. He pointed out that even the furniture industry has no such similar FTC trade practice rules.

Morton R. Galane of the Washington law firm of Roberts & McInnis, representing Allen B. DuMont Labs, introduced a number of amendments to the proposed FTC rules, one that would require tv sets without all-channel tuning (the complete vhf and uhf tuning frequency range) be labeled according to their respective limitations.

DuMont also asked that cathode ray tubes be excepted from FTC Rule 11, prohibiting representation that radio or tv sets and cathode ray tubes are new or unused when such is not the case. DuMont maintained that about 3% of its cathode ray tubes are returned as defective after being used; that the electronic contents of the tubes are removed and new ones substituted. Since the glass "blank" or "envelope" is not subject to wear, DuMont said, the rebuilt tube is the same as a new one and any requirement that it be marked as "used" would cause its market value to be lowered.

RETMA's Mr. McDaniel also objected to proposed Rule 8, which provides that tv set screens be advertised according to the size of the picture, measured horizontally, instead of the size of the tube, measured diagonally.

He said the tv viewing tubes originally were designated for manufacturing purposes according to the number of inches they measured diagonally, without taking into consideration the masking used when the tube is in the set. To change methods now would bring chaos to the industry, because potential consumers would hesitate to buy sets which would seem to be reduced in size but not in price. He said RETMA would submit a proposed revision of the rule at the Dec. 7 hearing.

what's this about pedigree?

KLZ-TV . . . going on the air November first . . . has a dog-gone fine pedigree! It possesses antecedents who have given it a heritage of showmanship and salesmanship—a quality in its bloodstream transfused from the veins of remarkable ancestral lineage . . . KLZ Radio, with 32 years of outstanding performance in building personalities, in programming and public service.

All this barking up our family tree is a matter of pride, of course, but the background with which KLZ-TV goes on the air is important to you, the advertiser. The highly qualifying experience . . . the complete facilities . . . CBS Television . . . mean an immediate and continuing audience acceptance—man's best friend for doing a TV selling job in Denver.

KLZ-TV Channel 7 DENVER

SEE YOUR KATZ MAN

ALADDIN RADIO AND TELEVISION INC

WHAT MAKES MONEY?

Here, at Russell, Ky., in the heart of WSAZ-TV's broad coverage area, The Chesapeake and Ohio Railway maintains one of the nation's largest freight yards. Goods valued at many billions travel annually from this center of industrial America to consumers all over the world.

Industry, of course... which creates payrolls ... which distributes money that people can spend for things they decide they'd like to buy.

But what *makes* them decide to buy? Well, here in the big industrial center of the United States, one of the most potent factors is an influential television station called WSAZ-TV. It's the *only* TV station covering this whole high-income area of 114 busy counties in five states.

There's more than *four billion dollars* of buying power, waiting here to be tapped. And WSAZ-TV is at your service, ready to help you do the job swiftly and profitably.

WSAZ
TELEVISION

Huntington-Charleston, West Virginia

Channel 3—84,000 watts ERP—NBC-CBS-DuMont-ABC

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency

How do you like this—
FOR COVERAGE?

Umbrella radio coverage pays off in some states, but not in Kentucky. Here, the compact Louisville Trading Area *alone* accounts for 59.8% of the State's drug sales, 57.5% of its automotive sales, 51.3% of its food sales!

5000-watt WAVE delivers this booming market (including a quarter-billion-dollar chunk of Southern Indiana) at budget-pampering cost—covers it thoroughly and exclusively, *without waste!* To cover the rest of Kentucky, you need *many* of the State's other 50 stations.

Ask Free & Peters for the facts on WAVE—the Blue Chip Buy in the Bluegrass State!

5000 WATTS
NBC AFFILIATE • **WAVE**
LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

KROW Drops Court Appeal, Applies for Ch. 2 in Bay Area

KROW Oakland, Calif., reported last week that it had withdrawn its appeal to the U. S. Circuit Court of Appeals at San Francisco against the FCC's Sixth Report and Order which substituted noncommercial, educational vhf ch. 9 for commercial ch. 11 in the final tv reallocation to the Bay Area.

Concurrently, KROW has filed a new application for ch. 2 there, which is in contest among KLX Oakland, KFRC San Francisco and Channel Two Inc.

KROW's bid for ch. 2 is an amendment to its original 1946 application for ch. 11, which went through comparative hearing and was awaiting Commission decision when the television freeze was imposed. After the freeze was lifted, KROW recalled, the Commission cancelled all unfinished cases and ordered new hearings on contested channels with post-thaw applicants included.

Sheldon Sackett, president of KROW, said the station took the action "with some reluctance inasmuch as KROW Inc. felt that it had legal rights established" in the pre-freeze channel. But since the appeal would be carried to the U. S. Supreme Court, Mr. Sackett preferred to drop the suit in order to permit the Bay Area Educational Television Assn. to proceed with operation of its ch. 9 educational station.

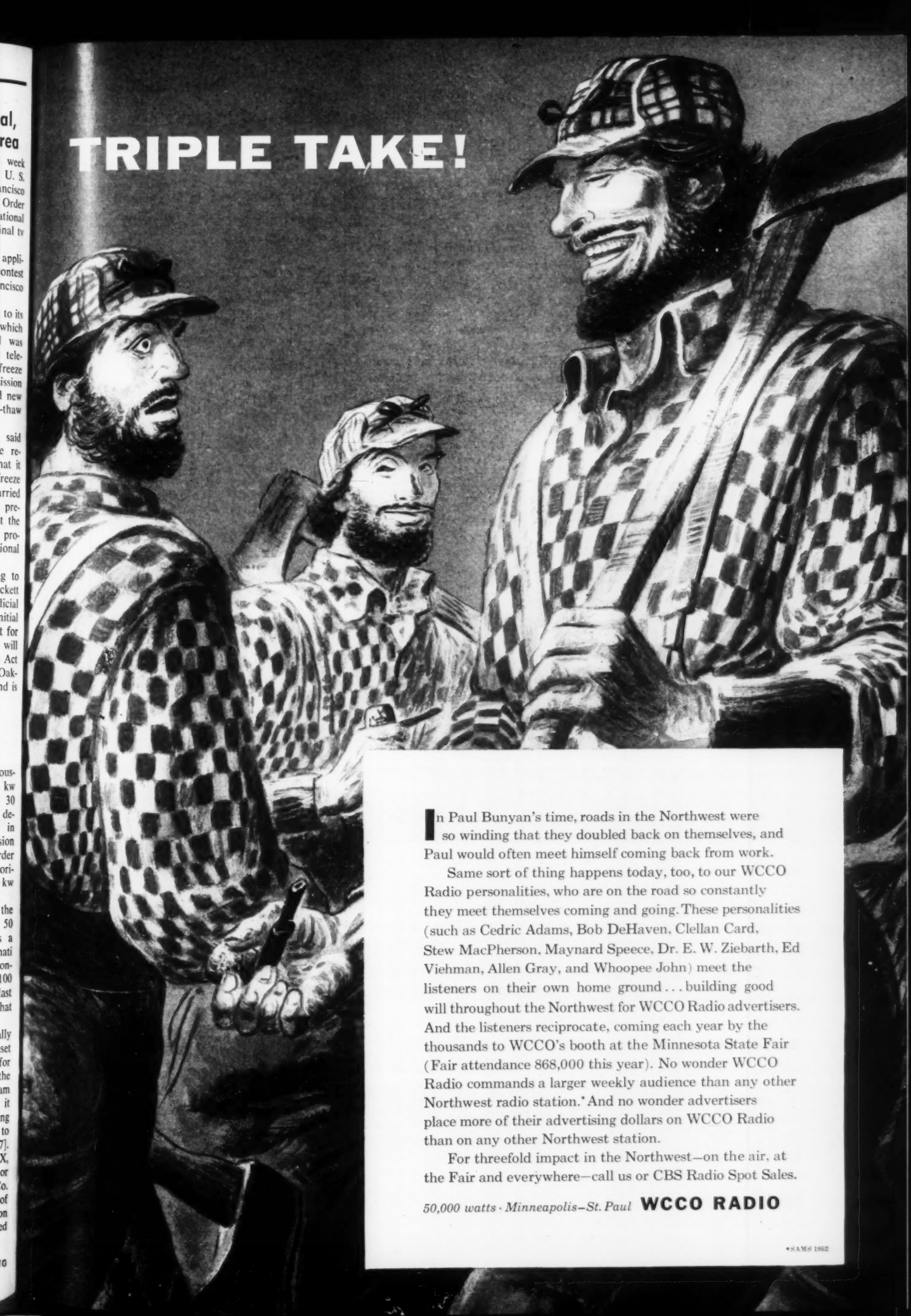
Concerning the eventual ch. 2 hearing to which KROW will become party, Mr. Sackett said the station will ask FCC "to take judicial knowledge that KROW Inc. was the initial and unopposed and only Oakland applicant for television in the period 1946 to 1951" and will rely on Sec. 307(b) of the Communications Act requiring fair distribution of services since Oakland is "the 23d largest city of the U. S. and is entitled to at least one television station."

FCC Says KSOX Can Stay On 50 Kw Temporarily

FCC agreed last week to permit KSOX Houston, Tex., to continue operating with 50 kw non-directional daytime on 1530 kc until 30 days after a final U. S. Court of Appeals decision—provided KSOX files its appeal in seven days. In so doing, the Commission stayed the effectiveness of its August order that KSOX must revert to its original authorization using a directional antenna with 50 kw daytime [B•T, Aug. 17].

Action came after KSOX petitioned the FCC for the stay. This was opposed by 50 kw WCKY Cincinnati which operates as a Class 1-B station on 1530 kc. The Cincinnati station has claimed that KSOX's 50 kw non-directional daytime operation cuts into its 100 uv/m groundwave protected contour. In last week's order, the Commission stated that WCKY has no standing in the proceding.

Grant to KSOX to operate non-directionally from local sunrise in Houston to local sunset in Cincinnati was made in 1951. Petition for reconsideration was filed by WCKY and the Commission last August revoked the program authority grant of KSOX, and also stated it was separating the daytime skywave proceeding from the Clear Channel proceeding in order to expedite a ruling on that subject [B•T, Aug. 17]. It also dismissed the WCKY petition. KSOX, which was sold by Roy Hofheinz, now mayor of Houston, to Harbenito Broadcasting Co. this past summer, asked the U. S. Court of Appeals for a stay, but this was dismissed on the ground that the station had not exhausted its rights before the FCC.



In Paul Bunyan's time, roads in the Northwest were so winding that they doubled back on themselves, and Paul would often meet himself coming back from work.

Same sort of thing happens today, too, to our WCCO Radio personalities, who are on the road so constantly they meet themselves coming and going. These personalities (such as Cedric Adams, Bob DeHaven, Clellan Card, Stew MacPherson, Maynard Speece, Dr. E. W. Ziebarth, Ed Viehman, Allen Gray, and Whoopee John) meet the listeners on their own home ground . . . building good will throughout the Northwest for WCCO Radio advertisers. And the listeners reciprocate, coming each year by the thousands to WCCO's booth at the Minnesota State Fair (Fair attendance 868,000 this year). No wonder WCCO Radio commands a larger weekly audience than any other Northwest radio station.* And no wonder advertisers place more of their advertising dollars on WCCO Radio than on any other Northwest station.

For threefold impact in the Northwest—on the air, at the Fair and everywhere—call us or CBS Radio Spot Sales.

50,000 watts · Minneapolis–St. Paul **WCCO RADIO**

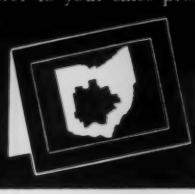
*SAMS 1962

OLD DUTCH BEER . . . OMAR BREAD . . . OVALTINE . . . PERT . . . PLAYTEX HAIR CUTTER . . . POC BEER . . . PRESTONE . . . RED TOP BEER . . . REMINGTON ARMS . . . ROBIN HOOD FLOUR . . . RYBUTOL . . . SARAN-WRAP . . . SHINOLA . . . SLUMBERON MATTRESSES . . . STERLING SALT . . . SUGAR SMILES . . . SUNKIST . . . SUN OIL . . . SUNSHINE BISCUIT . . . SWANSDOWN CAKE MIXES . . . SWEL CHOCOLATE FROSTING . . . TAYSTEE BREAD . . . TV TIME POPCORN . . . USI ANTI FREEZE . . . VICKS COUGH DROPS . . . VICKS COUGH SYRUP . . . VICKS VAPORUB . . . TIP TOP BREAD . . . WHITE ROCK . . . WIEDEMANN BEER . . . WILLIAMSON CANDY . . . WONDER BREAD . . . NU SOFT . . . ALCOA . . . ALKA SELTZER . . . ALL . . . ALLIANCE TENNA-ROTOR . . . AMAZO DESSERTS . . . SUPER ANAHIST . . . ARRID . . . BABO . . . BARDAHL . . . BEEMAN'S GUM . . . BOND BREAD . . . BORAX . . . BORDEN'S . . . BOSCO . . . BULOVA . . . BURGER BEER . . . BURKHARDT BEER . . . BUTTERFIELD PRODUCTS . . . CAMAY . . . CAMPBELL'S CATSUP . . . CHASE AND SANBORN COFFEE . . . COCA-COLA . . . COCO WHEATS . . . DANDEE POTATO CHIPS . . . DRENE . . . DUZ . . . FAIRMONT FOODS . . . FERTILEZE . . . MRS. FILBERT'S MARGARINE . . . FLORIENT AERO-SOL . . . FOLGER'S COFFEE . . . GERBER'S BABY FOOD . . . GLEEM . . . HAMILTON WATCHES . . . HUDNUT . . . IDEAL DOG FOOD . . . IVORY FLAKES . . . JOY . . . KASCO DOG FOOD . . . KELLOGG'S . . . LA FRANCE . . . LYSOL . . . MYSTIK TAPE . . . NATIONAL BISCUIT . . . NEW ERA POTATO CHIPS . . .

"a man is known by the company he keeps" — Elbert Hubbard

And these typical sponsors are all in good company. Their businesses, representative of a wide variety of products, are showing better profits due to the overall selling job achieved through their use of WBNS-TV.

Effective use of participating announcements, spot film shows and local programming has resulted in an ever increasing and diversified clientele for this station. WBNS-TV can be the answer to your sales problems, too, in the Central Ohio area.



wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV Network. Affiliated with Columbus Dispatch and WBNS-AM. General Sales Office: 33 North High Street

NORTHERN TISSUE . . . OHIO BELL . . . ABEL SEAT COVERS . . . WHIRLPOOL DRYERS . . . BLUE CROSS . . . BLUE VALLEY BUTTER . . . BOSTON STORE . . . GEO. BYERS SONS INC. . . . DIXIE MARGARINE . . . CARLILE FURNITURE . . . CENTRAL OHIO FEDERAL SAVINGS AND LOAN . . . CITY LOAN . . . COLUMBUS AND SOUTHERN OHIO ELECTRIC CO. . . . COLUMBUS TRANSIT CO. . . . DAVID DAVIES . . . REARDON PAINT . . . DIAMOND MILK . . . DOLLAR FEDERAL SAVINGS AND LOAN . . . DONALDSON BREAD . . . FELBER BISCUIT . . . FIRST FEDERAL SAVINGS AND LOAN . . . GAMBRINUS BEER . . . GRAF FOLDDOOR . . . GRANAT BROADLOOMS . . . ISALY'S DAIRY . . . MONETT FURRIERS . . . KAUFMAN MOTORS . . . C. D. KENNY CO. . . . KOOL VENT ALUMINUM AWNINGS . . . LAZARUS DEPARTMENT STORE . . . DAVID LYLE APPLIANCES . . . MARZETTI'S SALAD DRESSINGS . . . MEDICK FORD . . . MIDWEST PET FOODS . . . MODERN FINANCE . . . MCCLURE-NESBITT MOTORS . . . OHIO FUEL GAS CO. . . . OHIO NATIONAL BANK . . . MARATHON OIL CO. . . . PICKERINGTON CREAMERY . . . RESTONIC MATTRESS . . . RICH FOOD PLAN . . . ROGER'S JEWELERS . . . SCHIFF SHOES . . . SCHOEDINGER FUNERAL HOME . . . SEYFERT'S POTATO CHIPS . . . SUMMER'S AND SON . . . MAIN FEDERAL SAVINGS AND LOAN CO. . . . SWISHER INSURANCE . . . TROWBRIDGE STORAGE AND MOVING CO. . . . UNION DEPARTMENT STORE . . . VAN HISE FURNITURE . . . WEATHERSEAL . . . BOB WHITE OLDSMOBILE

GIVEAWAY CASE PENDS WITH SCOTUS

FATE of the FCC's giveaway regulation, substantially whittled down by a two-to-one special New York Federal Court decision early this year [B•T, Feb. 9], is expected to be decided by the U. S. Supreme Court, which began its winter session last week.

The high court has two motions before it. The motion by ABC, CBS and NBC, asked that the court affirm the lower court's decision. In the other motion, FCC asked that the Supreme Court take jurisdiction on the case so it can be reviewed. It is possible the court may act on these two motions today or next Monday.

The special court majority decision ruled that the regulation propounded by the FCC to carry out the lottery laws of the U. S. Code misconstrued the law and was a form of censorship. The court's ruling, however, upheld the right of the FCC to issue the regulation. Majority decision was by District Judges Vincent L. Leibell and Edward Weinfeld. Circuit Judge Charles E. Clark dissented.

The controversial regulation was adopted in 1949, when a plethora of giveaway programs were on the air. When the regulation was challenged by the three networks in court, the Commission suspended its operation pending an outcome of the appeal. The rule never has been put into effect.

Further Form 324 Change Now Under Govt. Study

FURTHER amendment of FCC Form 324, the annual financial report for networks and radio-tv station licensees, is under consideration by FCC, Bureau of the Budget and industry advisers, it was learned last week.

The proposal involves reducing the size of the report from nearly a dozen pages to two, with information requested to be reduced in general to a profit and loss statement on broadcast operations and a report of broadcast investments. The Form 324 now in use, last revised in November 1952, calls for extensive financial and investment data which in many cases involves non-broadcast operations such as newspaper publishing.

The FCC staff has submitted its proposed revision of Form 324 to the Bureau of the Budget, which in turn has referred the proposal to the non-governmental Advisory Council on Federal Reports. The council is composed of various industry committees who seek to simplify and improve questionnaire and reporting procedures of the Federal agencies.

The proposed revision of Form 324 was circulated by the council to its Committee on Radio and Television Broadcasting and comments are expected to be made within a week. Members of the radio-tv committee include the following:

Ben Strouse, WWDC Washington, chairman; Charles Barnham, WCHV Charlottesville, Va.; Joe Baudino, Westinghouse Radio Stations Inc.; Kenneth Berkeley, WMAL Washington; Leon Brooks, CBS Washington; Carl Burkland, CBS New York; John Elmer, WCBM Baltimore; E. K. Jett, WMAR-TV Baltimore; C. T. Lucy, WRVA Richmond; Gustav Margraf, NBC; Larry Rogers, WSAZ Huntington; Thomas Tinsley, WITH Baltimore; Arthur Scharfeld, Federal Communications Bar Assn.; Richard Steele, WTAG Worcester, Mass.; Charles J. Truitt, WBOC Salisbury, Md.; C. E. Arney Jr. (Ralph Hardy, alternate), NARTB.

Carpenter Sale of Interest In WABI-AM-TV Approved

SALE OF half-interest in WABI-AM-TV Portland, Me., by Murray Carpenter to Horace Hildreth, WPOR Portland and WTVL Waterville, Me., was approved by FCC last week.

Mr. Carpenter disposed of his interest after FCC granted ch. 8 at Poland, Me., to Mt. Washington Tv Inc. (WMTW [TV]). The grant was made on the condition that Mr. Carpenter and others dispose of interests in tv applications of WPOR Portland for ch. 6 and WABI for ch. 13 at Portland or have the applications withdrawn [B•T, July 13]. Following the withdrawal of the applications in the latter part of July, Mr. Carpenter filed for the ch. 13 facilities at Portland.

Consideration in the WABI sale is about $125,000 and cancellation of indebtedness with 500 shares of voting stock. By purchasing 10% of Mr. Carpenter's interest Mr. Hildreth acquires positive control and will own 60%. WPOR purchases 34% and WTVL buys 6%. Mr. Hildreth is U. S. Ambassador to Pakistan and 35% stockholder in WMTW.

Ex-Voice Employe Blames 'Leftists' for His Firing

A NEW exchange of charges erupted in Voice of America personnel policy last week shattering a serenity that had set in last summer with active direction of the Government's radio arm by Leonard F. Erikson, former advertising agency executive.

An ex-employe, Paul M. Deac, who earned $7,200 a year, said he had been forced to resign Sept. 30 as executive producer-director of the Romanian language service at the Voice because of his opposition to "subversive" elements in the U. S.-operated radio facility. He asserted 125 other workers had similarly been forced out in recent months.

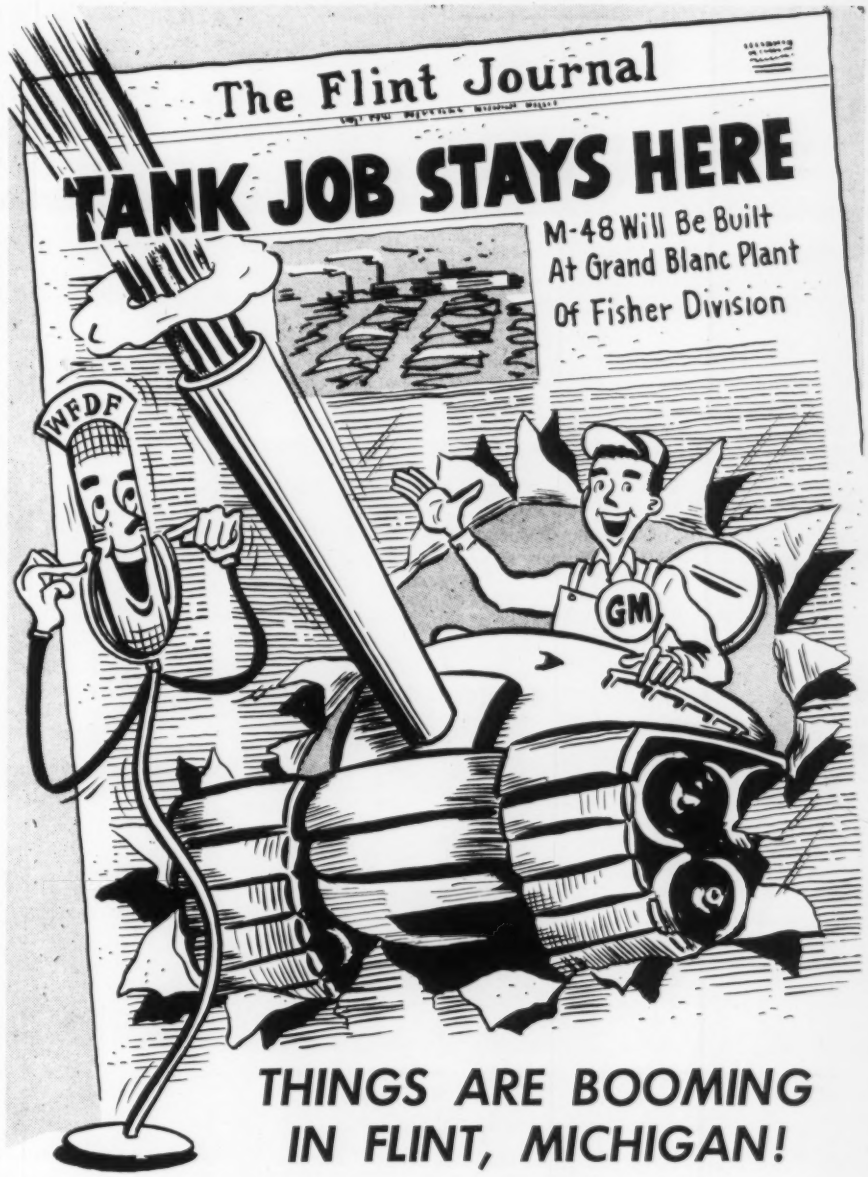
Questioned by McCarthy

Mr. Deac suggested his secret appearance before Sen. Joe McCarthy's (R-Wis.) investigating committee had some connection with his job severance. He said "leftist" officials in VOA were responsible.

An official answer by Voice was given newsmen immediately after Mr. Deac's statement. Signed by Mr. Erikson, the release said Mr. Deac previously had been notified he was to be let go "because his work was not up to the standards required . . . in addition, over a long period of time, Deac was a disruptive element."

KPLN Sale in Court

FCC ERRED in permitting Leo Howard to sell KPLN Camden, Ark., to D. R. James Jr., Camden Radio Inc. (KAMD Camden, Ark.) told the U. S. Court of Appeals last week. The FCC had information regarding misrepresentation which should have caused it to revoke the Howard grant, the station said. Allegation was made in a brief filed by KAMD asking the court to reverse the FCC's approval of the sale and to direct the FCC to cancel the CP. Grant to Mr. Howard for what is now KPLN (1 kw on 1370 kc, daytime) was made in 1951.



THINGS ARE BOOMING IN FLINT, MICHIGAN!

Yes, things are booming in Flint, Michigan and it looks as though they're going to stay that way with a NEW 200 million-dollar tank contract in addition to a booming automobile business! For Flint is a BIG (287,200 people)* MARKET and it's a RICH ($325,184,000 retail sales in '52)* MARKET ALREADY! You'll find plenty of prospects for YOUR sales message over BUSY, BOOMING WFDF, FLINT'S FIRST STATION. To open the door for your product in this rich, booming industrial market BUY WFDF, FIRST IN FLINT!

* Sales Management
" "Survey of Buying Power" 1953

FLINT, MICHIGAN

WFDF — NBC AFFILIATE

"Our 31st Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

FCC's Bond Proposes Power Boost for KWTO

INITIAL decision proposing to permit KWTO Springfield, Mo., to increase its nighttime power on 560 kc from 1 kw to 5 kw directional, was issued last week by FCC Examiner J. D. Bond.

KWTO originally received FCC approval for the increase on Dec. 21, 1950. KFDM Beaumont, Tex., successfully appealed the decision on grounds that it was not in the public interest in light of other proposals whereby KWTO could render the same service, but would eliminate or reduce objectionable interference to other stations.

FCC then ordered further hearings, held early in May of this year, and named WIND Chicago, KLZ Denver and KFDM parties to the proceedings.

The initial decision looking toward granting the KWTO application concluded that ". . . the greater number of persons without service who will receive their first technical primary service and through it a commendable program service designed to serve their interests are the determinative criteria upon which we have exercised our judgment and concluded to grant the KWTO proposal."

Unit to Study Census Named by Commerce Dept.

NEW committee to appraise policies and work of the Census Bureau was formed Thursday by Secretary of Commerce Sinclair Weeks. Dr. Ralph J. Watkins, Dun & Bradstreet research director, has been named chairman of the group, titled the Intensive Review Committee.

Secretary Weeks said the committee will study the bureau's detailed functions with a view to making service more efficient, practical, timely and economical. Other members are Dr. Murray R. Benedict, U. of California; Dr. John W. Boatwright, Standard Oil Co. of Indiana; Stephen DuBrul, General Motors; Dr. S. P. Langhoff Jr., Young & Rubicam; J. A. Livingston, *Philadelphia Evening Bulletin;* Myron S. Silbert, Federated Department Stores; Lazare Teper, International Ladies Garment Workers Union; Merrill Watson, National Shoe Mfrs.; Rexford D. Parmelee, executive secretary.

First meeting will be held Oct. 8-10 in Washington.

KCRG Changed to KCRI

FCC has approved a change in call letters of KCRG (AM) Cedar Rapids, to KCRI effective last Thursday. Frank D. Rubel, general manager for the Cedar Rapids Tv Co. (KCRI-TV), KCRG licensee, said last week.

KCRI-TV plans to have a test pattern on the air within the next few days with programming to begin Oct. 15.

Seek Change to Part 2

TO MAKE consistent certain experimentation provisions of Part 2 of its rules, FCC has announced a notice of proposed rule making to add a footnote to all broadcast frequencies in Part 2 not presently bearing such footnote, which allows appropriate experimental operation on a non-interference basis. These are: (1) Experimental stations engaged solely in scientific or technical radio experiments not related to an existing or proposed service nor intended to develop a proposed service or specific use of radio; (2) contract developmental stations, and (3) export developmental stations. Comments are due Oct. 16.

SEVEN NEW VIDEO STATIONS BEGIN; JOHNSON CITY, TENN., GETS FIRST

Share-timers give Phoenix its second operating tv outlet, Albuquerque gets its third, Oklahoma City its second, Houston its third, and the Norfolk area gets its third at Newport News.

FIRST local tv station came to Johnson City, Tenn. (pop. 30,000), last week when WJHL-TV began commercial operation on vhf ch. 11. The station was one of seven that began operating last week. They were:

KOOL-TV Phoenix, Ariz., vhf ch. 10 (CBS), represented by Blair-Tv Inc. (share time with KOY-TV).
KOY-TV Phoenix, Ariz., vhf ch. 10 (CBS), represented by Blair-Tv Inc. (share time with KOOL-TV).
KGGM-TV Albuquerque, N. M., vhf ch. 13 (CBS), represented by Weed Tv Inc.
KTVQ (TV) Oklahoma City, Okla., uhf ch. 25 (ABC, CBS), represented by H-R Television Inc.
WJHL-TV Johnson City, Tenn., vhf ch. 11, represented by John E. Pearson Tv Inc.
KNUZ-TV Houston, Tex., uhf ch. 39 (DuMont), represented by Forjoe Tv Inc.
WACH (TV) Newport News (Norfolk), Va., uhf ch. 33.

In Phoenix, ch. 10 sharers KOOL-TV and KOY-TV gave the city its second tv outlet. KPHO-TV on vhf ch. 5 began operating in 1949. Albuquerque got its third station, all vhf, while Oklahoma City got its first uhf—and second station. Houston also got its first uhf station last week to compete with two local vhf outlets (one of which is noncommercial, educational KUHT). Newport News' WACH (TV) joined WVEC-TV as the second uhf station in the Norfolk area, which also has had vhf WTAR-TV for the last 3½ years.

The Phoenix ch. 10 station formally will start regular programming with a full lineup of CBS-TV film packages, sports coverage and an afternoon variety show on Oct. 18. It will radiate 33 kw visual from its 1,620-ft. antenna on South Mountain. A two-story downtown Phoenix building has been remodeled for two studios and office facilities. Directing KOOL-TV is Jerry Burns, and heading KOY-TV is Richard Goebel.

WACH reported its signal was received in strength and clarity in its service area, according to dealers, distributors and viewers. The station received a "deluge" of telephone calls and mail attesting to the quality of its signal, the Newport News outlet reported.

In Tuscon, KVOA-TV began Sept. 27 with a 10-hour day, including 3½ hours from NBC-Tv, 2½ hours of live programming from its studio and four hours of film.

A stunt that paid off in stirring up local interest was used by WMT-TV Cedar Rapids, Iowa, which began operating on vhf ch. 2 two weeks ago. It paid all its 85 employes with $2 bills—causing a rising tide of comment as the station's staff put the uncommon denominations into circulation.

WDAK-TV Columbus, Ga., which started commercially on uhf ch. 28 two weeks ago, had two mayors—Phoenix City, Ala., and Columbus, Ga.—in attendance at its dedicatory program. Also present were county commissioners, the chief of staff of Fort Benning, and Neva Jane Langley, the 1953 Miss America (a Columbus girl). The station, running 7½ hours daily beginning at 5 p.m., is affiliated with all four tv networks.

Stations due on the air in the next 30 days are:

ARIZONA

KIVA-TV Yuma, vhf ch. 11, represented by W. S. Grant, Nov. '53 (began test Oct. 8).

CALIFORNIA

KIEM-TV Eureka, vhf ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair-Tv, Oct. 18.
KICU (TV) Salinas, uhf ch. 28, Fall.
KCOK-TV Tulare-Fresno, uhf ch. 27, represented by Forjoe Tv Inc., Nov. 1.

FLORIDA

WJDM (TV) Panama City, vhf ch. 7 (CBS-TV), represented by George P. Hollingbery Co., Oct. 25.
WPFA (TV) Pensacola, uhf ch. 15, represented by Adam Young Tv Inc., Nov. 1.

IDAHO

KWIK-TV Pocatello, vhf ch. 10 (ABC), represented by George P. Hollingbery Co., Oct. 15.

IOWA

KQTV (TV) Fort Dodge, uhf ch. 21, represented by John E. Pearson Tv Inc., Oct. 15.

KENTUCKY

WKLO-TV Louisville, uhf ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., Nov. 1.

LOUISIANA

KTAG (TV) Lake Charles, uhf ch. 25 (CBS, ABC, DuMont), represented by Adam Young Tv Inc., Nov. 1.

MASSACHUSETTS

WMGT (TV) North Adams, uhf ch. 74, represented by Walker Representation Co. Inc., Oct. 15.
WWOR-TV Worcester, uhf ch. 14, represented by Paul H. Raymer Co. Inc., Nov. 15.

MINNESOTA

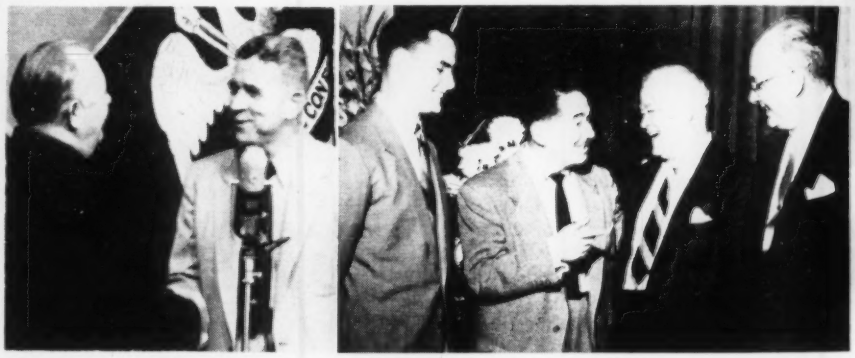
WJON-TV St. Cloud, vhf ch. 7 represented by William G. Rambeau Co., late October.

MISSISSIPPI

WCOC-TV Meridian, uhf ch. 30, October.

MISSOURI

KSTM-TV St. Louis, uhf ch. 36 (ABC-TV), rep-



AT DEDICATION of KNOE-TV Monroe, La.: "Greetings, Governor" was the salutation exchanged by former Gov. James A. Noe (l), station owner, and present Louisiana Gov. Robert F. Kennon. Industry people at KNOE-TV's Sept. 27 opening included (l to r) Bill Kelley, NBC Station Relations; Paul Goldman, KNOE-TV vice president-general manager; Sheldon Hickox, director of NBC Station Relations, and Frank Headley of H-R Television Inc.

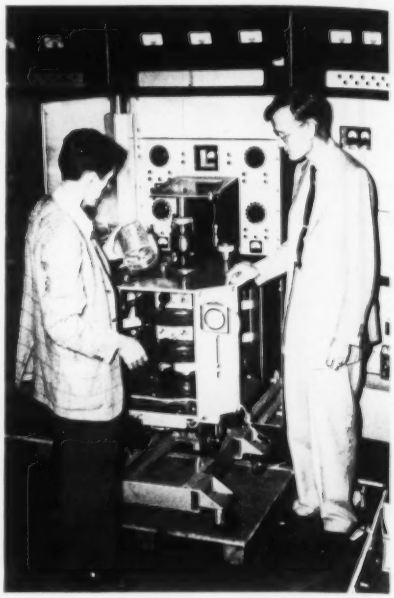
DU MONT®
does it again...
at WNOK-TV, COLUMBIA, S. C.
THE TRANSMITTER THAT ROCKED THE TELEVISION WORLD...
THE AMAZING UHF TRANSMITTER WITH THE EIMAC 5 KW KLYSTRON...
NOW IN FULL PRODUCTION!
The transmitter that brought UHF to maturity... the transmitter that proved UHF could compete with VHF on an equal basis... the transmitter that amazed the experts in the television industry, is now rolling on the production line.
PROOF OF PERFORMANCE BEYOND A SHADOW OF A DOUBT...
THE WGLV-TV REPORT FROM EASTON, PENNSYLVANIA
THE WNOK-TV STORY IN COLUMBIA, SOUTH CAROLINA
AND THE MANY MORE SCHEDULED!
TELEVISION TRANSMITTER DIVISION
ALLEN B. DU MONT LABORATORIES, INC.
Clifton, New Jersey

REVOLUTIONARY UHF TRANSMITTER IN FULL PRODUCTION

ACCORDING to reports from both WGLV, Easton, Pa., and WNOK-TV, Columbia, S. C., UHF is now on a par basis with VHF for dependable, strong signals. Both stations are equipped with the new Eimac klystron-powered Du Mont 5 KW UHF transmitter now in full production at the Du Mont Clifton plant.

"Production has really swung into high gear, and our assembly lines are rolling on the new 5 KW UHF transmitter," states H. E. Taylor, Manager of the Television Transmitter Division of Allen B. Du Mont Laboratories, Inc., Clifton, N.J. "We wanted to make sure that we had the very best design before getting into full production. The records speak for themselves — our transmitter has proved conclusively that the Du Mont design was right. Performance exceeded our fondest expectations. Now we are building these units at the fastest rate possible without sacrificing the careful workmanship and design that created such a stir in the television broadcast field."

Mr. Taylor went on to say that the transmitter represents a substantial savings to broadcasters in terms of low operating and maintenance costs. He pointed out that the transmitter offered the broadcasters UHF high power for a low initial investment. "The demand," he said, "will exceed the production rate for a short time. However, Du Mont will deliver units at a steady accelerating rate until demands are met."



DON WILLOUGHBY (r) Chief Engineer for Television Station WNOK-TV, Columbia, S.C., inspects the roll-out dolly which houses the tuning coils and the Eimac klystron amplifier for the high powered Du Mont 5 KW UHF television transmitter delivered to WNOK-TV. Stan Pauloski, Research Engineer for the Allen B. Du Mont Laboratories, Inc., is explaining the operation of the unique, easily accessible dolly during last checks prior to shipment of the transmitter.

Top UHF Performance Reported from Columbia, S. C.

RESIDENTS of central South Carolina receive the finest UHF television transmission from station WNOK-TV, Columbia, S. C. The new station is the second to use the revolutionary new Du Mont 5 KW UHF transmitter employing the powerful Eimac klystron.

Mr. McElveen

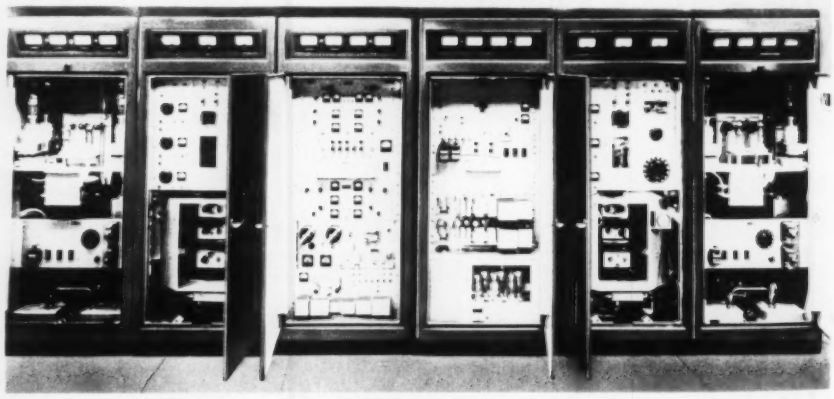
"Our noise-free signal is blanketing central South Carolina. This is the first high-power UHF station in the South. We offer the advertiser more "circulation" per dollar in a relatively "untapped area." This adds up to your best buy in television time." This statement by Mr. H. Moody McElveen, Jr., General Manager of station WNOK-TV, is backed by propagation reports proving the tremendous coverage of the new station.

Late Propagation Reports from WGLV

EASTON, PA.—Latest reports from WGLV on propagation indicate an even better coverage than was reported on preliminary surveys. These reports from independent propagation survey teams, show a great increase in coverage area over original reports. An increasing number of letters, phone calls and telegrams from viewers in far outlying areas compliment management on the new station. The rate of local set conversion is increasing rapidly, the report stated.

New Transmitter Culmination of Development Work by "Du Mont and Eimac"

THE UHF transmitter that has been making the headlines, the Du Mont 5 KW UHF television transmitter, represents years of cooperative development between the Allen B. Du Mont Laboratories, Inc., and the Eitel-McCullough, Inc., designers and builders of the Eimac klystron. The association of these two great engineering firms in pioneering the revolutionary UHF transmitter design is reflected in the relatively simple, clean circuitry and assembly of the Du Mont 5 KW UHF transmitter. "From a sales point of view, we have always pointed out to our customers that we sell one thing—dependable, economical, top-performing television broadcasting equipment," states Mr. James Tharpe, Sales Manager of the Du Mont Television Transmitter Division. "The new 5 KW UHF transmitter, thanks to the wholehearted cooperation between Eimac and Du Mont, represents these facts."



THE TRANSMITTER that is making UHF history in Easton and Columbia—the Du Mont 5 KW UHF television transmitter is reported to be breaking all records for dependable, strong coverage. The transmitter represents a new concept in UHF design as a result of the use of the high-gain Eimac klystron final amplifier. Low operating costs are noted by station engineers who have welcomed the trouble-shooting system built in Du Mont transmitters as well as the convenient dolly-mounted final Eimac klystron. The unit is housed in six cabinets, shown here with doors open. All adjustments and maintenance points are readily accessible.

VALUE OF UHF SOARS—Time Buyers

WITH the installation of the new Du Mont 5 KW UHF transmitters in WNOK-TV and WGLV-TV, UHF has soared to new heights in the opinion of time buyers. The reason — performance comparable to the finest VHF.

"UHF was formerly a second choice medium in areas covered by VHF. However, this new Du Mont development places the UHF station on the same basis as the VHF station. The Du Mont 5 KW UHF transmitter is the first transmitter offered to the telecaster that places him in such a favorable, competitive position," quotes one time buyer.

New UHF Performance

"THEY are coming from all over to see what makes it tick!" states Don Willoughby, Chief Engineer for WNOK-TV Columbia, S. C.

"Engineers, station owners, and others who have seen our pictures even in the fringe areas are coming in to see our new Du Mont 5 KW UHF transmitter.

"They are amazed at the simplicity and clean design of the new unit. Their surprise is surpassed only by viewing the noise-free, strong signal when we took to the air," reports Mr. Willoughby.

The Eimac klystron-powered Du Mont 5 KW UHF has been the center of attraction since its first installation in WGLV, in Easton, Pa. The shortcomings of conventional UHF designs have been eliminated and replaced by performance exceeding all expectations. The transmitter has been acclaimed by the press, television engineers, station owners and applicants, and time buyers as the greatest boon to UHF so far.

Report Market of 600,000

WNOK-TV, the new UHF television station in Columbia, S. C., reports a coverage of 600,000 people. This market represents central South Carolina in its entirety. Reception throughout the market has been evaluated at "good to excellent."

Local dealers facing sharp upswing in receiver conversion from the very inception of commercial programming.

WNOK-TV Commences Telecasting September 1st

AFTER three years of planning and preparation WNOK-TV commenced telecasting operations September 1st.

Affiliated with the CBS and Du Mont television networks, the station will carry a large number of nationally known programs. Over 2,000 square feet of studio space is available for the production of local TV programs.

To guarantee high quality program service, production crews and technicians carried out an extensive schedule of "closed circuit" telecasts. For several weeks programs have been conducted as though they were actually "on the air." In this manner, operating procedures were given a thorough rehearsal.

WNOK-TV will begin operation with a base rate of $200 per hour and program service starting at 2 PM each day and continuing through until late evening. H. Moody Mc Elveen, Jr., General Manager of the station, stated that every effort will be made to expand the hours of operation as rapidly as possible.

Commenting on the station's line-up of programs, Mr. McElveen added, "We have been very fortunate in arranging a program schedule which includes such a wide array of entertainment and information. We are confident that our service in the future will be in keeping with our pledge to bring the very finest television service to South Carolina."

"STEP-CHILD" OF TELEVISION STEPS OUT

UHF, often called the "step-child" of VHF television, is now stepping out on its own — and in good style! The newest television sensation is the Du Mont 5 KW UHF transmitter that provides the same dependable, strong performance as the VHF television transmitters.

The new Du Mont unit rocked the television broadcast industry to its very foundations recently when the first delivery was made to WGLV, Easton, Pa. Perfect pictures were received in New York City and in outlying areas around Easton. According to surveys conducted by propagation experts, coverage was outstanding. The signal was far superior to any UHF station on the air.

The second Du Mont 5 KW UHF transmitter has been delivered to Columbia, S. C. Reports of coverage sound fantastic when compared to ordinary UHF coverage surveys. Such performance is turning a new leaf in the history of television.

For the first time, UHF is competing with VHF on an equal basis. The sheer power of the new Du Mont design is overcoming the obstacles formerly stumbling-blocks for UHF. Even in hilly territories, the power of the Du Mont transmitted signal is propagating down into valleys formerly believed to be entirely out of UHF range.

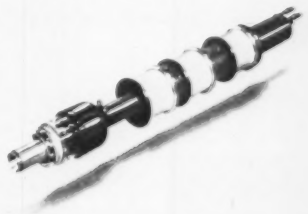
Thus the new UHF television station, employing the amazing Du Mont transmitter can compete with VHF stations on an even basis.

Eimac in Full Production

"WITH the unqualified success of Eimac klystrons in Du Mont 5 KW transmitters we have realized our original objective to develop and mass produce practical, economical, high power tubes of simplified design for UHF-TV," states W. W. Eitel, president of Eitel-McCullough, Inc., manufacturers of Eimac electron-power tubes.

Mass production of Eimac klystrons minimizes problems of stockpiling and supply, and was made possible through years of research that kept in mind not only high quality and outstanding performance, but adaptability to production techniques.

In the opinion of J. A. McCullough, Eimac vice-president, treasurer, "A combination of research and production has given Eimac klystrons features desired by those concerned with television transmitting. Ability to span the UHF-TV spectrum with three tubes, easy tuning through external circuitry, light weight, high power gain, reserve power and the advantages of mass production are some of these features."



EIMAC klystron, dubbed the "wonder tube", is the heart of the new Du Mont 5 KW UHF transmitter. The new tube, which costs only $2975, represents many new developments in the field of transmitter amplifying tubes. It is reported that the Eimac klystron requires less driving power, resulting in simpler circuitry, provides a longer life than usual tube designs, and has the unique feature of utilizing completely divorced cavities for easier maintenance.

AMONG the executives of WNOK-TV readying plans for the station's inaugural program of Sept. 1st, are (l to r) David Campbell, program director; Don Willoughby, chief engineer and W. C. Bochman, national sales manager. Station reported excellent pictures of inaugural program from viewers 70 miles from the transmitter.

DU MONT 5 KW UHF-TV TRANSMITTERS FEATURE EIMAC KLYSTRONS

Only Eimac Klystrons provide all these qualities for high power UHF-TV

- **ECONOMY**—low cost made possible through mass production and operating dependability.
- **LIGHT WEIGHT**—weighing only 37 pounds Eimac klystrons can be handled easily for installation and maintenance.
- **VERSATILITY**—three Eimac klystrons span the entire spectrum, 470-890 mc.
- **EXTERNAL CIRCUITRY**—superior electrical and mechanical properties of ceramic cavities allow convenient tuning without physical distortion of tube.
- **RESERVE POWER**—conservatively-rated Eimac klystrons are designed to give long life in television service.

Eimac

EITEL-McCULLOUGH, INC.

SAN BRUNO, CALIFORNIA

WIBW-TV Topeka, scheduled to go on the air Nov. 15, negotiates its first contract with McEntire Brothers Inc., mattress manufacturers, for a local spot schedule. Don McEntire (seated), sponsor firm president, signs. Others (l to r): Ben Ludy, WIBW-AM-TV general manager; Omar Jones, McEntire Brothers sales manager; Harry Turner, Harry Turner & Assoc. advertising agency; Art Holbrook, WIBW-TV manager; Keith Meyers, Turner & Assoc. account executive.

resented by H-R Television, Oct. 15 (granted STA Aug. 25).

NEW YORK

WROW-TV Albany, uhf ch. 41 (ABC), represented by Bolling Co. Inc., Oct. 15.

NORTH CAROLINA

WCOG-TV Greensboro, uhf ch. 57 (ABC-TV), Oct. 30.

NORTH DAKOTA

KFYR-TV Bismarck, vhf ch. 5, represented by Blair-Tv Inc., October.

OHIO

WIFE (TV) Dayton, uhf ch. 22, represented by Headley-Reed Tv Inc., Fall.

WMAC-TV Massillon, uhf ch. 23, represented by Edward Petry & Co. Inc., Oct. 15.

WUTV (TV) Youngstown, uhf ch. 21, Fall.

OKLAHOMA

KLPR-TV Oklahoma City, uhf ch. 19 (DuMont), represented by The Bolling Co., Oct. 20.

OREGON

Eugene Tv Inc., Eugene, vhf ch. 13, represented by George P. Hollingbery Co., October.

KOIN-TV Portland, vhf ch. 6 (CBS), represented by Avery-Knodel Inc., Oct. 15 (began tests Sept. 29).

PENNSYLVANIA

WNOW-TV York, uhf ch. 49 (DuMont), represented by George P. Hollingbery Co., Oct. 19.

RHODE ISLAND

WPRO-TV Providence, vhf ch. 12, represented by Blair-Tv Inc., Oct. 15 (granted STA Sept. 23).

SOUTH CAROLINA

WIS-TV Columbia, vhf ch. 10 (NBC), represented by Free & Peters Inc., Nov. 7.

TENNESSEE

WTSK (TV) Knoxville, uhf ch. 26, Oct. 18 (granted STA Sept. 4).

TEXAS

KANG-TV Waco, uhf ch. 34 (ABC-TV), represented by John E. Pearson Tv Inc., Oct. 15.

KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by O. L. Taylor Co., October.

VIRGINIA

WTOV-TV Norfolk, uhf ch. 27 (ABC, DuMont), represented by Forjoe Tv Inc., Oct. 22.

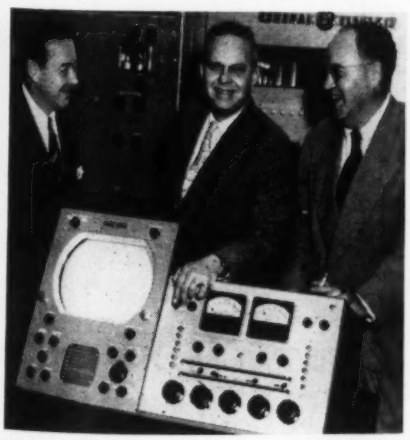
WEST VIRGINIA

WTAP (TV) Parkersburg, uhf ch. 15 (ABC), represented by Forjoe Tv Inc., Oct. 25 (tests due Oct. 11).

WTRF-TV Wheeling, vhf ch. 7 (NBC), represented by George P. Hollingbery Co., Oct. 24.

ALASKA

KFIA (TV) Anchorage, vhf ch. 2 (ABC, CBS), Oct. 15.



AN INSTANT after Louis S. Bookwalter (c), director of engineering for KOIN-TV Portland, pushed the button, first test pattern for the 15 kw vhf ch. 6 station was put on the air. Standing by the monitor screen in the new transmitter building are Ted R. Gamble (l), station president, and C. Howard Lane, managing director.

WATG Sale Reported

SALE of WATG Ashland, Ohio by Mahoning Valley Broadcasting Corp. to Ashland Broadcasting Co. for $65,000 cash was reported late last week. Application for FCC approval will be filed shortly.

Principals in Ashland Broadcasting are Dr. Robert Burke, president and 50% stockholder and Carl N. Fox, secretary and 50% stockholder. Both formerly owned WONW Defiance, Ohio.

Sale was negotiated by Blackburn-Hamilton Co., station broker.

KRSD Slates Start

KRSD Rapid City, S. D., new 250 w am outlet on 1340 kc, has begun commercial programming. The station is owned by Eli, John and Harry Daniels, who also own KDSJ Deadwood, S. D. Program director is Truman H. Walrod. KRSD has studios in downtown Rapid City. Collins and Gates equipment is used.

WATV (TV) Sets This Week For Airing From New Antenna

WATV (TV) Newark has reported that present plans call for the beginning of station transmission from its newly-installed antenna atop the Empire State Bldg. during this week.

A station spokesman said that test transmissions probably will be made during the middle of the week, and regular service will begin with a special 17-hour "telethon" on Oct. 17 for the benefit of The Lighthouse, New York Assn. for the Blind, which currently is engaged in a fund-raising campaign.

Billings $2 Million Plus

FALL billings of WABD (TV) New York stand at more than $2,700,000 with sales amounting to $1,330,894 completed during the past three weeks, Norman Knight, station's general manager, announced last week.

Leading the list of new sponsors is the Coca-Cola Bottling Co. of New York Inc. which has bought five half-hours weekly to present *Sense and Nonsense* Monday through Friday, 6:30-7 p.m. EST. It was pointed out that the cost for the program for the time and talent on a 52-week basis will exceed $600,000.

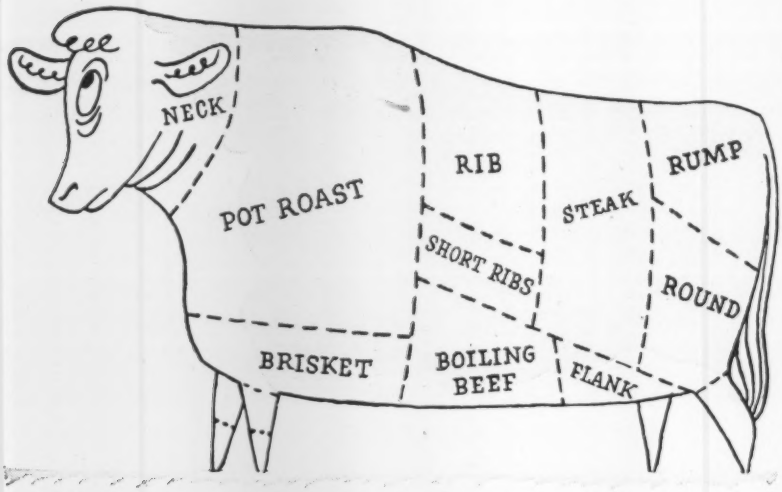
Other important sales, Mr. Knight said, were to Piels Bros., Inc., Canada Dry Ginger Ale Co. and Roto-Broil Co.

WCUE Raises Rates 50%

WCUE Akron, that city's only independent am outlet, has issued its rate card No. 7 effective Oct. 1 increasing its program and spot rates 50%, except for saturation spot packages for which rates were increased 25%, Tim Elliot, president-general manager, has announced. He said the rate boost "is indicated by the healthy condition of the Akron market, of Akron radio in general and by an unprecedented demand for WCUE's facilities."

WCUE also is instituting the 2% cash discount for clients, becoming the first Akron station to offer this courtesy, Mr. Elliot said.

REPRESENTATION contract between Weed Television and WCSH-TV Portland, Me., is signed by Kenneth M. Peterson, vice president of Congress Square Hotel Co., licensee of station. Seated next to Mr. Peterson is William Rines, managing director of WCSH-AM-TV. Looking on are Joseph J. Weed (l), president of Weed Television, and Bob Reardon, manager of Weed's Boston office.



How much meat will America eat today?

☐ 650,000 pounds ☐ 6,500,000 pounds ☐ 65,000,000 pounds

It sounds incredible, but you and other Americans eat an average of 65 million pounds of meat every day.

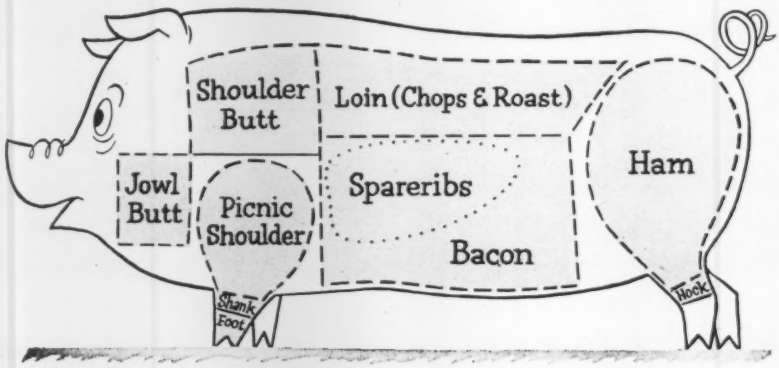
This is enough to fill 2,500 refrigerator cars, which would make *a train more than 18 miles long!*

Just as incredible is the operation of the complicated system of meat distribution. It puts all this meat *where* you want it, *when* you want it, and in the *vast variety* in which you want it.

More than 4,000 meat packing companies throughout the U. S. help get this job done. And official government figures show that they do it for a profit so small . . . only a fraction of a cent a pound . . . that if it didn't exist at all, there would be no appreciable difference in the price you pay for meat.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.



Radio Sells Radio

KCBQ San Diego was carrying Drew Pearson's Sunday night broadcast on a sustaining basis—and decided to offer it for sale by use of spot announcements on the show. By noon the next day 10 firms had called for information—and one, United Furniture, had completed arrangements for sponsoring it. KCBQ gives credit to Program Director Bob Regan for "Operation Pitch Pearson" and to radio for selling radio.

KWBC Begins Exclusive Negro, Spanish Programming

EXPANSION of Negro and Spanish-language programming on KWBC Fort Worth, Tex., has been announced by John Flood Jr., president and majority owner of Associated Broadcasters Inc., new KWBC licensee.

Associated Broadcasters assumed operation of KWBC last month following FCC's approval for purchase of the station for $150,000 from Worth Broadcasting Co., headed by Washington radio attorney P. W. Seward. Part owner of Associated with Mr. Flood is Joe W. Evans, southwest manager of Free & Peters, station representative, who becomes KWBC vice president-general manager.

KWBC programming will be 70% Negro and 30% Mexican, Mr. Flood stated, to serve the 250,000 Negroes and 50,000 Mexicans in the station's primary area.

WFMJ-TV Increases Time

FULL 17-hour tv operation began for WFMJ-TV Youngstown, Ohio, on uhf ch. 73, when that station began its day at 7 a.m. with NBC-TV's *Today* on Sept. 28. The station began operation last March, operating from noon to midnight. Additional five hours will bring NBC-TV morning programs.

Construction began Aug. 31 on WFMJ-TV's 1,000-ft. tower. Of triangular construction, using nine guys, the tower will cost $225,000.

WMAL-TV Drops 'Bandstand'

WMAL-TV Washington, announcing last week it is completely reorganizing its schedule for new ABC-TV shows, has dropped its one-hour *Bandstand Matinee*, televised dance party for high school students, and will fill this 4-5 p.m. slot with ABC-TV's *Turn to a Friend* and the *Ern Westmore Show*. Charles L. Kelly, assistant to the general manager, said *Bandstand* is being dropped to take advantage of ABC-TV's new daytime schedules.

Mr. Kelly said *Bandstand* had a high audience rating, but wasn't a commercial success. Complaints of vandalism and rowdyism among teen-agers also had been received from the vicinity of WMAL-TV studios.

WKNB-TV Plans New Site

WKNB-TV New Britain, Conn., has bought a 4½-acre tract of land in West Hartford and this month is to begin construction of a $350,000 modern, 160 by 130-ft. building which will house $250,000 in radio-tv equipment, Julian Gross, president, has announced. Completion of the building, which will contain a main tv studio 60 by 40 ft., auxiliary studios and administrative offices, is expected by the first of 1954, Peter B. Kenney, general manager of the uhf ch. 30 station, said.

Junior Coon of Morning Sun Won Fourth Prize in the Open Class for His Brush Grubber

There were twenty prizes. It took Prof. E. V. Collins of Iowa State College and his cohorts six hours to judge all the entries. No quiz program—no Miss Rheingold—no essay. This was WMT's Farm Gadget Show at the Iowa State Fair.

Not long ago, when the *Wall Street Journal* discovered Iowa, it pointed out that Iowans speedily became skilled workers when industry moved in. Most farm boys are good mechanics, having taken a tractor apart (and reassembled it) while still in high school. The girls have dexterous fingers, fine for wiring intricate electronic hook-ups.

The ingenuity of Iowans inspires industrial growth. Collins Radio of Cedar Rapids (annual payroll $13 million) grew out of gadgets developed by a radio ham to improve short-wave reception. Sheaffer's self-filling fountain pen came about because of a jeweler's impatience with eyedropper-filled barrel pens. Maytag's 3,500 employees owe their jobs to a mechanically-minded farm boy who made hand-powered washing machines, subsequently added electric motors.

WMT's interest in gadgetry isn't entirely altruistic. One of these days some Iowan is going to invent a new birthday for Jack Benny. We want to be in on the ground floor.

WMT and WMT-TV

CBS for Eastern Iowa

Mail Address: Cedar Rapids *National Reps: The Katz Agency*

'KOA FOOD LEAGUE' TAILORED TO RADIO

KOA Denver has come up with a food merchandising plan. It thinks it's so good for radio that the station has copyrighted and syndicated it for national operation.

The plan, called KOA Food League, is tailored to radio, the station says. It promotes (or conditions) the audience to food and food topics by featuring specific products or related products each week. Thus it affords a measure on sales increases on the products throughout the area covered by the station.

KOA notes that printed media long have used similar techniques via editorial content. But, according to KOA and its manager, Don Searle, retail grocers now are turning more to radio. In printed media, the incentive is "price" copy but now supermarket competition calls for dynamic merchandising—pushing the store's own brands, emphasizing service, cleanliness, parking convenience and attractions other than price.

The Food League uses "editorial" time via radio to promote food generally and a specific food item or group of related products each week. Idea is to feature a food program, about food, how to buy, prepare, serve and conserve. KOA does this via Connie Benac on her 10:15-10:30 a.m. daily program and with Evadna Hammersley who devotes one third of her daily half-hour show to talk about food, featuring a league special weekly. Ten announcements at a minimum price are placed throughout the day promoting the special product. Brand-name advertising schedules on KOA advertise the product or type of food being promoted. The emphasis is carried over in displays at stores and in shopper ads.

KOA says it tested its plan in Colby, Kan. This is an "isolated" market with one newspaper and one radio station. Controls were set up in eight food stores in and around the city. KXXX Colby conducted the on-the-air phase. Product featured was canned corn during a season when the products sales were a bit slower. Radio alone was used; no newspaper, no point-of-purchase display tie-ins. Results, according to KOA, were increased sales as high as 89% in one store, and 35% overall.

Two people work full time on the KOA Food League with their only object being to move more merchandise from Western Market food store shelves. Recipe booklets are sent out by the station on request.

Radio's
GROWING

because Americans are radio minded. 27,500,000 automobiles are radio equipped —nearly 40% of all American adults ride daily in radio-equipped cars.

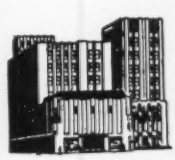
In WGN's coverage area 56% of the homes own automobiles with car radios.*

More than ever, WGN is your *basic buy* in the middlewest—reaching more homes per week than any other Chicago station.

* Nielsen Coverage Service.

A Clear Channel Station Serving the Middle West
MBS

WGN
Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street . New York—500 5th Avenue . Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue . San Francisco—625 Market Street

Kinnan, Wyant Named In WKY-AM-TV Revamp

PUBLIC RELATIONS, promotion and merchandising activities of WKY-AM-TV Oklahoma City have been expanded and staff changes made accordingly.

P. A. Sugg, vice president and general manager of the stations, announced the change last week. He said Wally Kinnan, formerly in charge of public relations, has been named manager of public relations and publicity. Dallas Wyant, formerly with WOAI-AM-TV San Antonio as sales promotion manager, has been appointed promotion and research manager.

In other changes, Jim Clark has returned to the public relations, promotion and merchandising department after 17 months' Army service in Germany, and Margaret Roberts has been transferred from traffic to serve as office assistant, Mr. Sugg said.

Mr. Kinnan, formerly with the Air Force as a weather and public relations officer, was the stations' first weather expert in 1951 when he was on loan from the service. After duty in the Pacific, he joined the stations fulltime.

Mr. Wyant, whose broadcast associations included WBZ-AM-TV Boston and WHEB Portsmouth, N. H., and other stations in Ohio, Kentucky and West Virginia, has been at WOAI-AM-TV the past four years.

Pink Pays $80,000 for KWCO

KWCO Chickasha, Okla., has been sold by Phillip Jackson and Clarence Wilson, partners, to Jack L. Pink, general manager of KONO San Antonio, subject to FCC approval. Mr. Pink will take over active management of the station, operating 250 w night 1 kw day on 1560 kc. Sale price was $80,000. The station was founded in 1946. Blackburn-Hamilton handled the transaction.

WABF (FM) Return Plan

"A BIG, broad-gauged plan" for resumption of operations by WABF (FM) New York, classical music station which has been on "summer vacation," currently is being developed, President Ira Hirschmann has announced.

WABF had been expected to return to the air last month. Its delay, although no reasons were given, was disclosed a few weeks ago when Program Director Evelyn Johnson reported in postcards sent to subscribers to the WABF program schedule that "we have been overwhelmed with thousands of inquiries since our summer silence, which have impelled us to devise a new plan for WABF, about which you will be hearing."

Einstein's theory says
Jack McElroy has
4½ Trillion Tons
of TV impact!
(e=mc² or 300lbs/G x 186,000 mps)²=
4,521,005,280,000 ft. tons of energy)
The JACK McELROY Show
Noon-1 P.M. MON. THRU FRI.
For details contact KNBH,
Hollywood, or consult your nearest
NBC Spot Sales Office

This 300 pound one man sales force covers Southern California with the speed of light. Stars helping him are song stylist Ginny Jackson, western warbler Carrot-top Anderson, and music master Eddie Baxter. Jack McElroy sells to 53,000 TV homes each day... and how he sells! Says TAPPAN STOVE COMPANY: "Direct sales results were so definitely felt that we extended our campaign from 13 weeks to 39." SUNKIST extended a 2 week introductory campaign for their bottled lemon juice to 13 weeks. Both of these extensions were across the board! Other sponsors have shown similar enthusiasm over sales! Jack McElroy has the formula to convert theory into solid sales results for you, too!

NBC HOLLYWOOD

KNBH

Channel **4**

FIRST tv citizen of Louisville is the title conferred last week upon George W. Norton Jr. (l), WAVE-TV president, by an award from the city's Wholesale Appliance Assn., presented by Harry Harlow of the dealer's group. The citation reads: "Honoring Louisville's first tv citizen, Louisville's Wholesale Appliance Assn. presents this plaque to George W. Norton Jr., in recognition of his pioneering courage in first bringing television to this area and for his faith in the development of new facilities enabling WAVE-TV to greatly increase its coverage in Kentucky and Southern Indiana." The station's recent switch to vhf ch. 3 with increased power and antenna height are credited with an 86.3% increase in population coverage and a boom in tv set sales in WAVE-TV's service area.

WCBS ANNOUNCES RADIO RATE BOOST

Station's increase in daytime rates by 10 to 25%, effective Nov. 1, indicates that radio isn't wilting in New York, a seven tv station market.

IN A MOVE reflecting radio's resurgence—even in a market with seven tv stations—CBS-owned WCBS New York announced last week that it was boosting daytime rates by 10 to 25%, effective Nov. 1.

Base hourly rate for the period from 6 a.m. to 2 p.m. goes up 15%, from $675 to $776.25, while the rate for station breaks rises 25% in the 6 a.m. to 2 p.m. period, going from $100 to $125. The station break rate in the 2 p.m. to 6 p.m. time increases from $100 to $110, a gain of 10%.

WCBS General Manager Carl Ward, who announced the increases, said the station's daytime audience has increased substantially, and claimed its total week's average audience is 40.3% larger than that of any other New York station.

"There is substantially more listening to WCBS radio today than there was four years ago when the old rate card was issued, and as a result there are more listeners for an advertiser's sales message," he asserted.

The new rate card, No. 22, also increases the cost for announcements on participation shows. The rate per participation on the *Jack Sterling Show* was boosted from $125 to $150 and on the *Joan Edwards Show* from $150 to $175, while the sales format of the *John Henry Faulk* program was revised to place it on a straight per-participation basis, at $125 each.

Advertisers signed prior to Nov. 1 will get the customary six months' protection. Nighttime rates—based on a gross hourly charge of $1,350—are not changed.

Partridge Appointed To Westinghouse Post

DAVID E. PARTRIDGE has been appointed advertising and sales promotion manager of Westinghouse Radio Stations Inc., Joseph E. Baudino, executive vice president, announced today (Monday). Mr. Partridge, who was general sales manager of WLW Cincinnati, fills the vacancy created by the death Sept. 6 of W. B. "Mac" McGill [B•T, Sept. 14].

Mr. Partridge

Mr. Partridge will be stationed at WRS headquarters in Washington where he will coordinate the advertising, sales promotion and merchandising activities of the five radio and two television stations comprising the Westinghouse group, the announcement said.

A native Kansan, Mr. Partridge served two years as assistant promotion manager of KMBC Kansas City before joining WLW in the same capacity in 1941.

REACH RICHER ROANOKE WITH TV

People are richer in Roanoke. Look at these figures* just released:

$1,188,788,000 effective buying income
$5,867 per family per year
20% above national average
34% above Virginia State average

The most effective way to reach this important source of spendable income is with Television. And use WSLS-TV to be *sure!*

Call your Avery-Knodel man today. He will give you the eye-opening story about Roanoke's *dominant* TV station...

WSLS-TV gives advertisers the lowest cost-per-thousand with...
- **Preferred Programming** (both CBS and NBC plus excellent local shows)
- **Broadest Coverage** (395,600 families in primary area)
- **Clearer, Sharper Image** (Antenna nearly 2,000′ above city: 296,000 watts of power)

WSLS AM FM and now TV

ROANOKE, VIRGINIA NBC • 610 K.C. NBC • CBS • CHANNEL 10

OWNED AND OPERATED BY SHENANDOAH LIFE STATIONS, INC.

*Sales Management, 1953 Survey of Buying Power

CALL YOUR **AVERY-KNODEL** MAN TODAY

FIRST!
FIRST!
FIRST!

First with Hooper . . . First with Pulse . . . First with Standard Audit & Measurement Survey! That's the WREC story. That's why we say WREC-600 delivers the "better half" of both the rural and metropolitan audience in the $2 billion Memphis market *with a single schedule* . . . yet, today's rates are 10% LESS, per thousand listeners, than in 1946. See your Katz man today!

WREC 600

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY . . . Affiliated with CBS Radio—600 KC—5,000 Watts

CITY VOTES SALE OF WSUN-AM-TV

St. Petersburg city council decides to sell if price and certain legal conditions can be met. Ted Mack of 'Original Hour' fame and his associate, Lou Goldberg, plan to bid.

THE CITY council of St. Petersburg, Fla., voted last Tuesday to dispose of municipally-owned WSUN-AM-TV there provided (1) a fair price could be obtained and (2) numerous legal problems which would attend such action can be solved. It is understood the properties are worth in excess of $1 million.

Meanwhile, city authorities have been advised informally by Ted Mack and his business associate, Lou Goldberg, that they propose to bid for the stations if and when the city advertises for submission of offers. As successor to Major Bowes, Mr. Mack conducts *The Original Amateur Hour*, now sponsored on NBC-TV by Pet Milk.

The city council, composed of new members who took office this summer, unanimously adopted a resolution to dispose of WSUN-AM-TV "either by lease or sale, provided a satisfactory offer is received and the same may be legally consummated."

WSUN was founded in 1928 and operates on 620 kc wth 5 kw, directional night. WSUN-TV went on the air May 31 on uhf ch. 38 under interim operating authority by FCC. The construction permit was granted Oct. 8, 1952. WSUN-TV carries all four tv networks.

Besides WSUN-TV's ch. 38, the Tampa-St. Petersburg market is allocated three other tv facilities, vhf chs. 3, 8 and 13. Ch. 3 is reserved for noncommercial, educational use. Chs. 8 and 13 are in contest, with an initial decision outstanding by FCC proposing to grant ch. 8 to WFLA Tampa. The competitive ch. 8 bids of WTSP St. Petersburg and Tampa Bay Area Telecasting Corp. would be denied [B•T, July 20]. The ch. 13 case is awaiting initial decision and involves the competitive bids of WDAE Tampa, Orange Television Broadcasting Co. and Tampa Television Co.

The possible sale of WSUN reportedly has been a recurring issue before the city council ever since 1935, and at times a majority of the council favored sale, but no action was taken because the decision was not unanimous.

Multiple legal problems attend any lease or sale of the stations. The studios are on city-owned Recreation Pier while the tranmitter site is on state land said to involve highway right of way and a state-to-city, dollar-a-year lease forbidding transfer. It is believed the state legislature would have to approve use of the site by outsiders.

There have been frequent inquiries on possible sale of WSUN-AM-TV, but no expression of serious intention to make an offer until that by the Mack interests, according to WSUN.

The spokesman revealed that Messrs. Mack and Goldberg commented to city manager Ross Windom at an informal dinner Oct. 4 that should the station ever be advertised for sale, they would enter a bid. This intention was reaffirmed Tuesday, it was reported.

Several weeks ago, when rumors of a sale were circulating, Mr. Windom told B•T he knew of no offers and that the stations were not for sale. As the result of the B•T, and other press inquiries, however, the WSUN spokesman said last week, Mr. Windom decided it was time to bring up the problem again to the city council.

In November 1947, when the city council was considering sale of WSUN, the city was urged not to sell by Nelson Poynter, president of WTSP and editor of the *St. Petersburg Times*. Mr. Poynter at that time explained the radio operation could be profitable for the city and of public relations value. He stated, however, that should the city decide to dispose of WSUN, his WTSP would file with FCC for WSUN's 620 kc assignment.

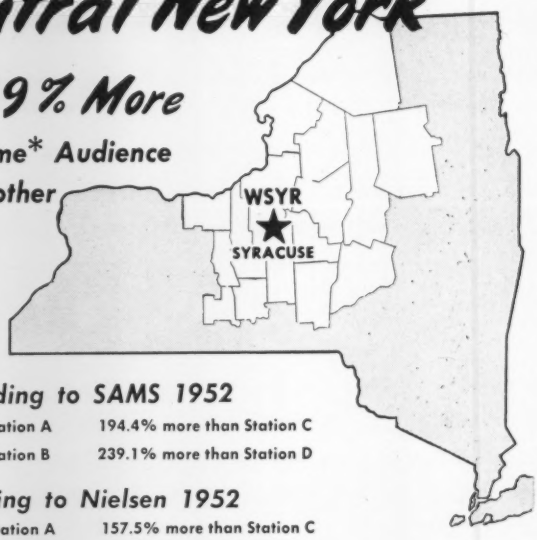
LEADERSHIP IS EARNED • LEADERSHIP IS EARNED

Any way you look at it...

WSYR is FIRST in Central New York

Up to 239% More

Weekly Daytime Audience Families than other local stations*



According to SAMS 1952

29.8% more than Station A
72.7% more than Station B
194.4% more than Station C
239.1% more than Station D

According to Nielsen 1952

47.0% more than Station A
55.0% more than Station B
157.5% more than Station C
212.2% more than Station D

According to PULSE of Syracuse, April, 1953
First in 50, second in 22 of the 72 15-min. periods

**And the nighttime figures show approximately the same leadership*

WSYR ACUSE
570 KC

WSYR-AM-FM-TV — the Only COMPLETE Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED

WNBW (TV), WRC Realign Program Departments

WNBW (TV) and WRC Washington, NBC o&o outlets in that city, will undergo a realignment of program departments, James E. Kovach, director of programs, said last week.

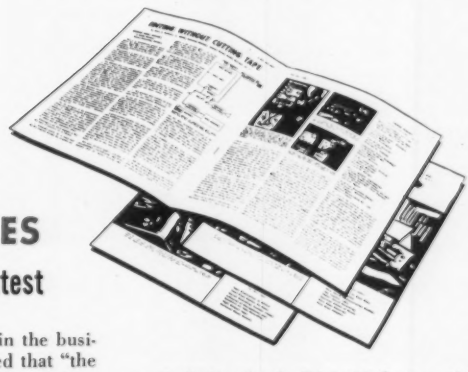
Mr. Kovach announced formation of a program committee to cooperate in planning new programs and improving existing programs.

George Dorsey will be WNBW production manager, reporting directly to Mr. Kovach. Ralph Burgin continues as program manager for WNBW, and will concentrate on new programs and talent and improving present programs.

Burton Bridgens, named manager of public service programs for WNBW and WRC, also continues in charge of the continuity acceptance department for the stations, and reports to Mr. Kovach. Kenneth French, WRC program manager and Cassius Keller, news and special events manager for the stations, have been named on the program committee.

only audio record offers you all this valuable new information

. . . and it doesn't cost you a cent!



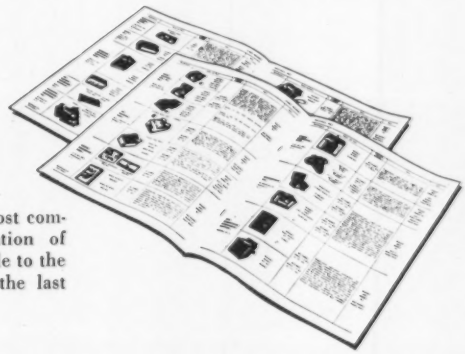
20 PRIZE-WINNING ARTICLES

from Audio's International Sound Recording Contest

Here's a wealth of new ideas on how to use tape and disc recordings to achieve greater economy and efficiency in radio, TV and sound studio operation.

With reference to these articles, one of the contest judges commented as follows: "I have never received so much information which was new and exciting in such a short time in all of my years in the business." And another judge stated that "the information and descriptions of recording operations conducted in small radio stations and recording studios throughout the country has been quite an education."

Contest winners include entries from 11 different States, as well as from Canada and Switzerland. The 20 best articles, which were awarded cash prizes totaling $1400, will be published in the pages of Audio Record. The information thus made available to the industry will be of real value to sound recordists everywhere.



QUICK FACTS ON MAGNETIC TAPE RECORDERS

Each year, Audio Record brings you a complete, up-to-date listing of all makes and models of tape recording machines—with conveniently arranged price and performance data. This directory issue, published in September, is the most complete and authoritative compilation of tape recorder information available to the industry. Over 75,000 copies of the last issue were distributed.

. . . plus many other articles of timely interest to the sound recordist

Audio Record keeps you well informed on all the latest trends and technical developments in all phases of tape and disc recording. It is not an advertising publication and its sole purpose is to render a needed and useful service to the industry.

Audio Record, published 8 times a year, is currently distributed free of charge to a request mailing list of about 35,000 sound recordists in broadcasting stations, recording studios, schools and colleges throughout the country.

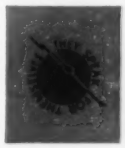
IT'S YOURS FOR THE ASKING

A letter or post card will add your name to the Audio Record mailing list. And if you would like to have others in your organization read it also, send their names along, too. Just write to Audio Devices, Inc., using the Dept. No. listed below. All requests addressed to this Dept. will be started with the July-Aug., 1953 issue, so you will be sure to get *all* the prize-winning articles, as well as the 1953 Tape Recorder Directory Issue.

AUDIO DEVICES, Inc.

Dept. AR-2, 444 Madison Ave., New York, N.Y.

Export Dept.: 13 East 40th St., New York 16, N. Y., Cables "ARLAB"



audiodiscs
audiotape
audiofilm
audiopoints

'TACTIC TRIADS' PLAN ANNOUNCED BY WLW

WLW Cincinnati's new "Tactic Triads"—designed to permit advertisers to reach the entire listening audience of the station through three separate daily *700 Limited* programs — was announced last week by Robert E. Dunville and Harry Mason Smith, president and sales vice president, respectively, of the Crosley Broadcasting Corp.

Plan, which embraces "three fundamentals in a successful campaign for sponsors—sales, programming and promotion," gets under way today (Monday) with the first *700 Unlimited* program from 7 to 9:30 a.m. Afternoon and evning editions of *700 Limited* are to follow shortly, it was stated.

"To truly test radio's power to reach people and move merchandise, you have to measure its circulation—its cumulative audience over an extended period," Mr. Dunville said. "This means circulation in the terms of homes reached and in the terms of home broadcasts delivered."

Mr. Dunville said program appraisal "on a per broadcast rating" does not tell the whole story in terms of circulation. For example, he added, a certian WLW program when measured over the course of six consecutive broadcasts "reaches 507,000 separate homes."

Crosley officials said the new campaign technique was developed after eight months of audience and program research. It would permit sponsors to get the total circulation in 286 counties in the station's "merchandiseable area."

Each show has its own production headed by an "engineer" who is the personality of that "edition." Assigned to the "engineer" are newsmen, weather reporters, feature editors, women commentators and music specialists. On-the-spot broadcasts and telephone remotes will be used.

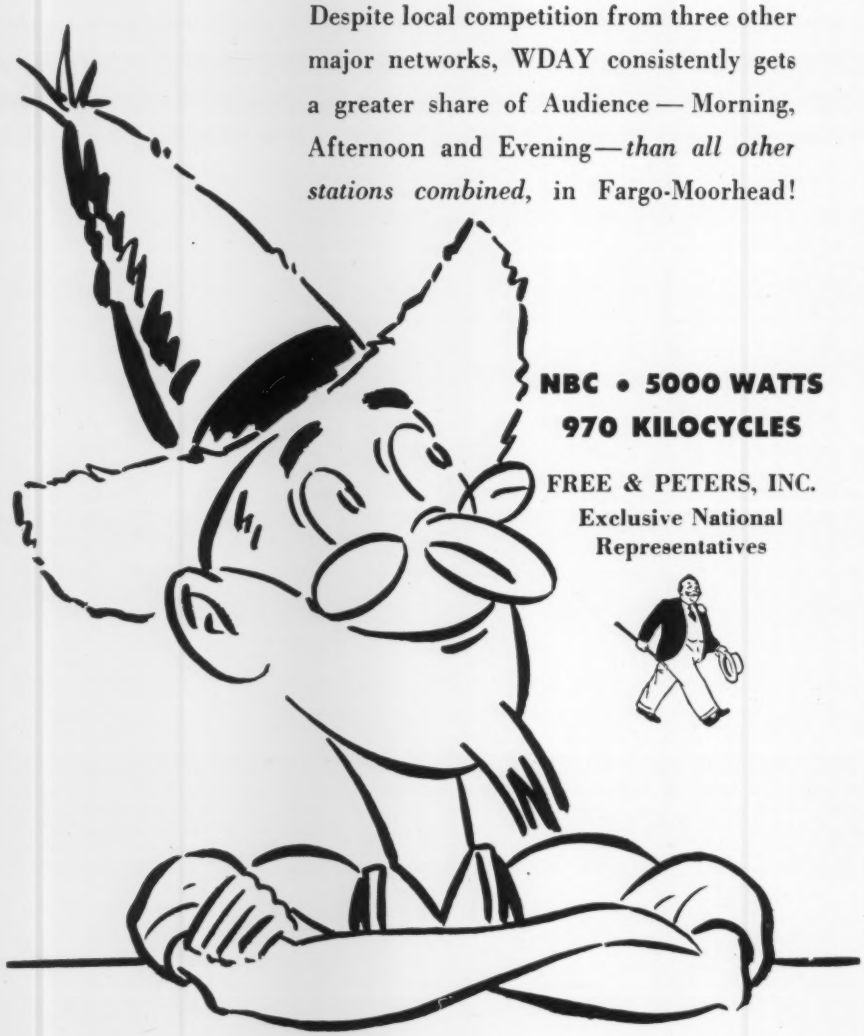
WLW's client service department is establishing a "Tactic Triad" division which will arrange merchandising and promotion for sponsors on the *700 Limited* series in the Cincinnati, New York, Chicago, Atlanta and West Coast areas.

WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

Despite local competition from three other major networks, WDAY consistently gets a greater share of Audience — Morning, Afternoon and Evening—*than all other stations combined,* in Fargo-Moorhead!



NBC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives

WGN-TV ERP Now 124 kw; Reports Favorable Response

WGN-TV Chicago reported it was getting favorable viewer response the same day the station placed its new, high-power tv equipment into operation last Monday.

Frank P. Schreiber, manager and treasurer of the licensee, WGN Inc., said a 25 kw RCA amplifier has been installed and is operating in conjunction with the existing 5 kw transmitting equipment. Station now quadruples its effective radiated power from 29.4 to 124 kw, he said.

Installation of the new equipment at a cost of $200,000 was supervised by Carl J. Meyers, director of engineering, and Woodrow R. Crane of the engineering staff. Mr. Schreiber said the signal improvement marked the third advance within five years, and an interim move in the station's goal of an effective radiated power of 316 kw, the maximum strength permitted by FCC, in 1954. WGN-TV was granted permission to increase power to the maximum last January. Delivery of a 50 kw transmitter and 12-bay antenna is expected next year.

WKMI Drops Affiliations; Realigns Programming Format

WKMI Kalamazoo, Mich., has dropped its ABC and NBC network service and will devote most of its 19 hours of daily broadcast time to music to suit all tastes, Howard D. Steere, president, has announced.

He said his station notified the networks of termination of contract last April, in conformance with the five-months clause in the agreements. Network programs were dropped Oct. 3.

Mr. Steere, who became owner of the station in October 1952, said WKMI started with ABC at its inception in 1947 and that it added NBC programs in 1951.

Mr. Steere said news broadcasts will be made every hour and exclusive coverage of leading local and regional sports will be featured around the calendar.

Elimination of network service will allow WKMI to devote substantial time to originating programs devoted to community service, in cooperation with civic activities, Mr. Steere said. He said six disc jockeys will handle musical shows and announcements and that Dan Daniels, formerly with WELL Battle Creek, has just been added to the WKMI staff to handle the 6 to 9 a.m. slot.

FOUND GUILTY of DOUBLE TALK

But we're standing behind him just the same!

For it's the kind of double talk we like. When Charles John Stevenson, our "Chanticleer," opens his early morning show he's talking to a combination audience made up, in almost even balance, of rural and urban listeners. His is the first voice heard in homes in *22 cities of more than 10,000 population*. At the same time his voice is coming over the radios in the thousands of barns and kitchens of WGY-land farms.

For the Advertiser Buying An *Urban* Market WGY Gives A *Dividend* of 1,269,756 *Rural* Listeners

For the Advertiser Buying A *Rural* Market WGY Gives A *Dividend* of 1,489,044 *Urban* Listeners

WGY, pioneer *farm* station, serves 22 *cities* of more than 10,000 population.

WGY

A GENERAL ELECTRIC STATION

SCHENECTADY, NEW YORK

Represented Nationally by Henry I. Christal Co. New York ★ Boston ★ Chicago ★ Detroit ★ San Francisco

Check First

CLEVELAND'S
CHIEF STATION

5,000 WATTS—850 K.C.
BASIC **ABC** NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

WJW
CLEVELAND'S *Chief* STATION

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

WWDC's Waiting List

IN WASHINGTON, D. C., where there are four television stations, Ben Strouse, general manager of WWDC, called an emergency meeting of department heads Thursday morning.

"WWDC is sold out seven days a week from 6 a.m. to midnight," Herman M. Paris, general sales manager, reported. "Where do we put this new national and local business?"

Said Mr. Strouse: "The only answer is a waiting list. Radio is better than ever."

Chief Justice Warren Helps Dedicate KJEO (TV)

THE welcoming address in the dedicatory program which opened KJEO (TV) Fresno, Calif., Oct. 1, was delivered by Chief Justice of the U. S. Earl Warren in one of his last acts as governor of California.

Chief Justice Warren, who is a close friend of KJEO owner J. E. O'Neill, accepted the invitation several weeks ago, but fulfilled the appointment, although he was pressed for time to conclude important matters of state. He had received the Supreme Court appointment from President Eisenhower only two days before the KJEO opening. Chief Justice Warren flew from Sacramento, the state capital, and back the same evening.

NEW Chief Justice Earl Warren (l) congratulates Mr. & Mrs. J. E. O'Neill during dedicatory ceremonies for KJEO.

The former California governor said the new Fresno station "marks a new milestone in the history of the San Joaquin Valley."

An ABC-TV affiliate, KJEO operates on uhf ch. 47 with an interim effective radiated power of 37 kw. Its new offices and studios are directly across from the new multi-million dollar Fresno State College Campus and farm school. Its transmitter is in the nearby Sierra-Nevada mountains at an elevation of 4,600 feet, Mr. O'Neill said.

Vice president and director of operations is Charles Theodore, formerly with KTLA (TV) Los Angeles. Joe Drilling, formerly KMJ-TV Fresno production manager, is KJEO vice president and business manager.

Johnson Leaves WAGE

DOUGLAS JOHNSON, vice president and general manager, WAGE Syracuse, has resigned to return to his own advertising-publicity business there.

WOR-TV RESUMES OPERATIONS TODAY

WOR-TV New York was prepared to resume telecasting today (Monday) following settlement of a strike by engineers and technicians that initially stalled operations on Aug. 18 and forced the station to go off the air Sept. 13 [B•T, Oct. 5].

Although the station temporarily returned for coverage of the World Series as a public service to viewers, no other programming was presented during that period. According to James M. Gaines, General Teleradio vice president in charge of WOR-AM-TV, the television station will operate temporarily from the transmitter site at North Bergen, N. J., until the new transmitter and antenna atop the Empire State Bldg. are installed.

The schedule will be 4:30-11 p.m. Monday through Friday, 4-11 p.m. Saturday, and 6-11 p.m. Sunday. It was pointed out that when operations are launched from the Empire State Bldg. at the end of this month the station schedule of 1:30-11 p.m., which prevailed before the strike, is expected to be resumed.

The new fall schedule, Mr. Gaines said, will be headlined by the return of *Broadway Tv Theatre* (Monday-Friday, 7-30:8:55 p.m. EST), starting today. Sponsors for the program will be the Nash Dealers of Metropolitan New York, through Geyer Advertising, New York, and Sun Oil Co. through Ruthrauff & Ryan, New York.

The premiere production for *Broadway Tv Theatre* will be "Twentieth Century," starring Constance Bennett and Fred Clark. The series is produced by Warren Wade, executive producer of WOR-TV.

REPRESENTATIVE SHORTS

WBBF Rochester appoints Donald Cooke Inc., New York, as its station representative, effective Nov. 1.

WDOK Cleveland appoints Everett-McKinney Inc. as national representative.

KMPC Hollywood appoints Am Radio Sales, Chicago, N. Y., L. A., as exclusive national representative.

WGSM Huntington, N. Y., appoints Robert S. Keller Inc., N. Y., as exclusive sales promotion and national sales representative in New York.

WWOR (TV) Worcester, Mass., scheduled to commence operations on ch. 14 early in November, names Bertha Bannan, radio and tv station representative, as its New England regional representative.

CFGT St. Joseph d'Alma, Que., new 1 kw am station on 1270 kc, which goes on the air late in September, appoints Jos. A. Hardy & Co. Ltd., Toronto, Montreal and Quebec, as national representative.

CKLC Kingston, Ont., new 1 kw outlet on 1380 kc, which will commence in November, and **CHED,** new 1 kw permittee on 1080 kc at Edmonton, will be represented nationally in Canada by H. N. Stovin & Co.

CKEC New Glasgow, N. S., new 250 w station on 1230 kc, appoints Radio Times Sales Ltd., Toronto and Montreal, as executive representative.

ABC-TV SIGNS 23 NEW ADVERTISERS

ABC-TV's new advertisers, representing $20 million in gross annual billings, establishes the network as a strong contender for blue-chip sponsors, says Vice President Stronach.

ABC-TV has signed up 23 new advertisers, representing $20 million in gross annual billings, Alexander Stronach Jr., vice president in charge of the tv network, announced last week, asserting that it is now "an established fact" that ABC has "established itself as a strong contender in the never-ending race of attracting blue-chip sponsors."

The 23 advertisers are new ones on ABC-TV, he emphasized.

"The fall business placed with the ABC-TV network is clearly indicative that the 'Star Power' we have signed in the last six months since our merger with United Paramount Theatres Inc. and our efforts to establish program vehicles of outstanding merit have met with great success in attracting calibre advertisers to the ABC-TV network," Mr. Stronach said.

". . . The proof of having established itself [ABC] as a top competitor is our ability to hold these and other sponsors on our roster of national advertisers.

"We are confident that, as our fall program schedule unfolds to the American viewers this season, we will also have accomplished that and in turn will be attracting more and more advertisers whose names are synonymous with leadership in American industry."

The 23 new sponsors added by ABC-TV for the fall are Standard Oil Co. of Indiana, Gemex Watch Band Co., B. B. Pen Co., Carter Products, Hazel Bishop Inc., Duffy-Mott Co., E. I. duPont de Nemours & Co., American Tobacco Co., Speidel Co., U. S. Steel Corp., Sterling Drug, American Cigarette & Cigar Co., Super Kem-Tone, Kraft Foods Co., Pepsi-Cola Co., Bristol-Myers Co., Armour & Co., Sealy Inc., Brown Show Co., Sweets Co. of America, Ex-Lax Inc., Ekco Products Co., and Whitehall Pharmacal Co.

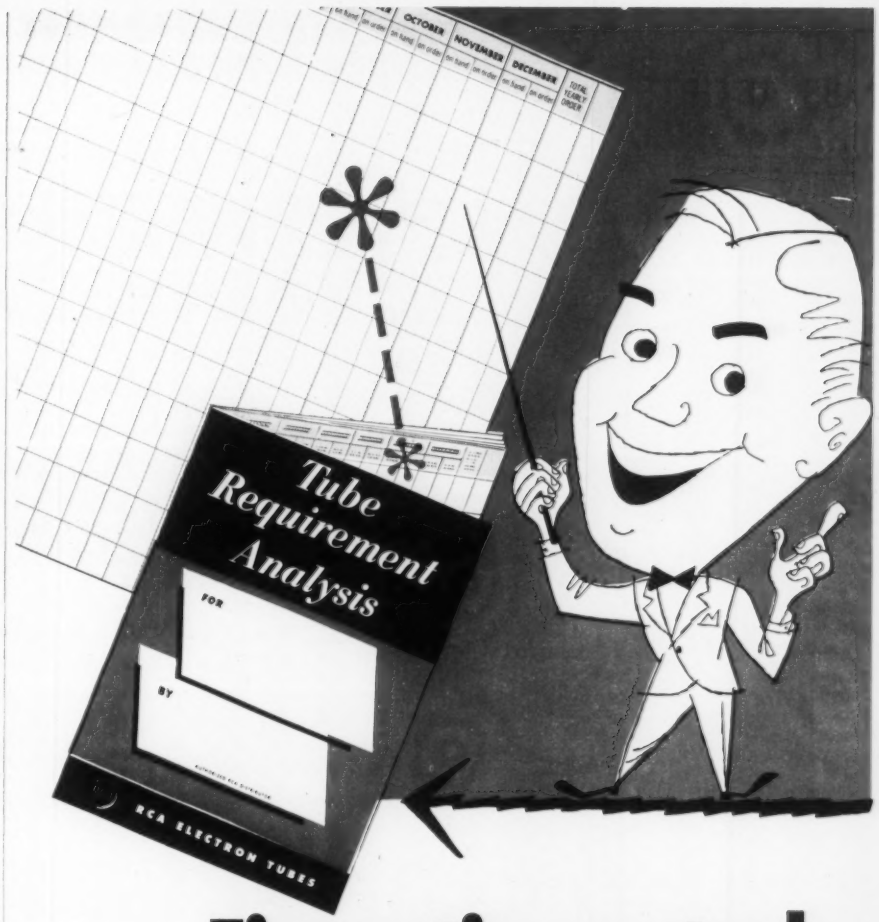
Renewals were reported for the following ABC-TV sponsors: Ralston Purina Co. for *Space Patrol*; Mars Inc. for weekly half-hour of *Super Circus*; Derby Foods, for renewal and expansion of *Sky King* to weekly basis; General Mills for *Lone Ranger* and *Stu Erwin Show*; Thor Corp. for *Quick as a Flash* on alternate weeks, and Lambert Co. and Hotpoint Inc. for *Adventures of Ozzie and Harriet* on an alternating basis.

Intermountain Adds 2; Total Affiliates Now 33

INTERMOUNTAIN Network announced last week it is servicing two additional markets, Kalispell, Mont., and Boise, Idaho. Stations are KGEZ Kalispell, owned by Don Treloar and which recently announced its affiliation with Mutual, and KGEM Boise, ABC affiliate under managership of Milo J. Peterson.

Both stations will be represented nationally by Avery-Knodel, the Intermountain Network's representative.

Addition of the stations brings the total affiliates for Intermountain to 33 in seven western states, Jack Paige, executive vice president of the network, announced. Service was furnished KGEZ and KGEM effective Oct. 1.



Fingertip control of your broadcast tube inventory

HERE'S A PROGRAM that places vital ordering and inventory information right at your fingertips. With just one glance you can quickly estimate the status of your reserve tube stock.

Here's all you have to do . . .

Get in touch with your RCA Tube Distributor. Tell him you would like to take advantage of the free RCA Tube Requirement Analysis Program.

Your RCA Tube Distributor will survey your station equipment, analyze your tube requirements, and prepare a suggested inventory control system for your spare tube stock . . . tailored specifically to your equipment and your operation. There is no charge or obligation for this service.

RESULT: *No shortages.* No "overstocks." Your spare tube inventory will be in correct balance at all times.

RCA's new Tube Requirement Analysis is available exclusively through your local RCA Tube Distributor. Call or write him today. No charge or obligation.

RADIO CORPORATION of AMERICA
ELECTRON TUBES — HARRISON, N.J.

MBS ADOPTS CONFIDENT VIEWPOINT THAT AFFILIATES WILL ACCEPT PLAN

Mutual official says stations making up 75% of network rate card already have signed. More affiliate signings expected. Only one area (Iowa group) is troublesome, he says.

IN THE FACE of continuing reports of affiliate opposition to Mutual's new plan of operation, an official of the network told B•T last week that stations representing 75% of the MBS rate card have signed up. He expressed confidence that the number would continue to grow.

Although protests were heard from other quarters, this official said he considered only one area as a trouble spot—a group of Iowa affiliates. And, again, he maintained assurance that further discussion of the plan and its meaning would clear up the "trouble" there.

Overall, he said he thought it possible Mutual may lose some affiliates because of the new plan—but, he added, no "significant" ones. He said he also expected the plan to attract new affiliates.

Among those opposing, or at least questioning the plan, was Catherine Roer of KWOS Jefferson City, Mo., a Mutual affiliate of the Missouri Broadcasters Assn. She circularized various state associations, reporting that "only one Missouri affiliate has signed up to now" and inquiring as to what the Mutual affiliates in other states "have done regarding new network contract."

In response to one such inquiry, J. S. Younts, executive secretary of the North Carolina Assn. of Broadcasters, replied that his association "has policy of not expressing opinions of interceding on any network contract negotiations," but that he did know that at a meeting of North Carolina MBS affiliates in July the majority voted to support the Mutual plan.

Similarly, Charles Truitt of WBOC Salisbury, Md., told B•T that he had decided to sign the new contract—and had now done so. "We're willing to go along for a year," he said. "It's worth a year's trial."

John Elmer of WCBM Baltimore, another former hold-out, also has now indicated he will go along with the plan.

On the other hand another prominent affiliate in that area—Ben Strouse of WWDC Washington—told B•T that "we at WWDC can't see any possible way of giving up 35 hours a week to any network. WWDC is largely independent, though we have used the good MBS commercial programs."

Mutual appears inclined to discount the opposition expressed by management representatives of KIOA Des Moines, Iowa, on the ground that the KIOA ownership is changing hands under a transfer application currently pending before FCC. Network authorities similarly scoffed at reports that WGN Chicago, one of the stockholders of Mutual, is opposed to the plan. They pointed out that the plan was put into effect by the network's board of directors, on which WGN is represented, and that it would not have been issued without stockholder approval.

The network expects that local sales of programs being offered to stations without cost under the new plan will do much to bring current reluctants into the fold. Since the plan did not become effective until Oct. 1, officials feel it still is too early to estimate the success that stations will have in this respect. Informal inquiries among some affiliates indicate a number of sales already, authorities reported, expressing the view that the quality of the shows being provided for local sale is easily such as to make them saleable.

Under the new plan, the network asks its "pay" affiliates to clear for it an average of five hours per day for network commercial programs. This compares to nine hours of network option time under the old contracts. Into these five daily hours Mutual puts its network commercial programs. It does not pay the affiliates for carrying them, but instead provides them with 14 weekly hours of free programming which the station may sell locally, retaining all receipts.

Of its average five daily hours of option time, Mutual now has sold approximately three hours. Some of the unsold periods in network option time have been released to the station, subject to recapture by the network when it sells these periods. In the case of some other unsold option time, officials said, affiliates are being allowed to sell local spot announcements pending the signing of sponsors by Mutual.

Statement of The Ownership Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, as amended by Acts of March 3, 1933, and July 2, 1946

Of BROADCASTING-TELECASTING, published weekly, at Washington, D. C., for October 5, 1953.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Maurice H. Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING-TELECASTING and that the following is, to the best of his knowledge, and belief, a true statement of the ownership, management, circulation, etc., of the aforesaid publication for the date shown on the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, and July 2, 1946; embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:
Publisher and Editor—SOL TAISHOFF, Washington, D. C.
Managing Editor—ART KING, Alexandria, Va.
Business Manager—MAURICE H. LONG, Chevy Chase, Md.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases, where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bonafide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the twelve months preceding the date shown above is **16,053**

MAURICE H. LONG

Sworn to and subscribed before me this 7th day of October, 1953.

ELEANOR K. CHEEK
(Seal) *Notary Public.*

(My commission expires October 1, 1957).

NBC DENIES 'SPOT INVASION' CHARGE

ATTACK of Station Representatives Assn. on the new sales plans inaugurated by NBC for its radio network as an unwarranted invasion of the spot field [B•T, Oct. 5] drew a prompt response from William H. Fineshriber Jr., vice president in charge of the NBC Radio Network.

In a letter sent last week to all NBC Radio affiliates, Mr. Fineshriber warned the broadcasters not to be "misled" by criticisms from those he described as "self-interested critics." While SRA and its individual members were not identified there seems no doubt that they were the ones to whom he was referring.

"The all-out campaign we have launched to strengthen the radio network is based on the conviction, which I know you share, that our affiliated stations have a vital stake in the maintenance of a strong and progressive network service and that they will benefit directly and indirectly from measures taken to increase network sales volume and thus to provide financial support for an NBC program structure of the highest quality," Mr. Fineshriber wrote in part.

Charges Factors Overlooked

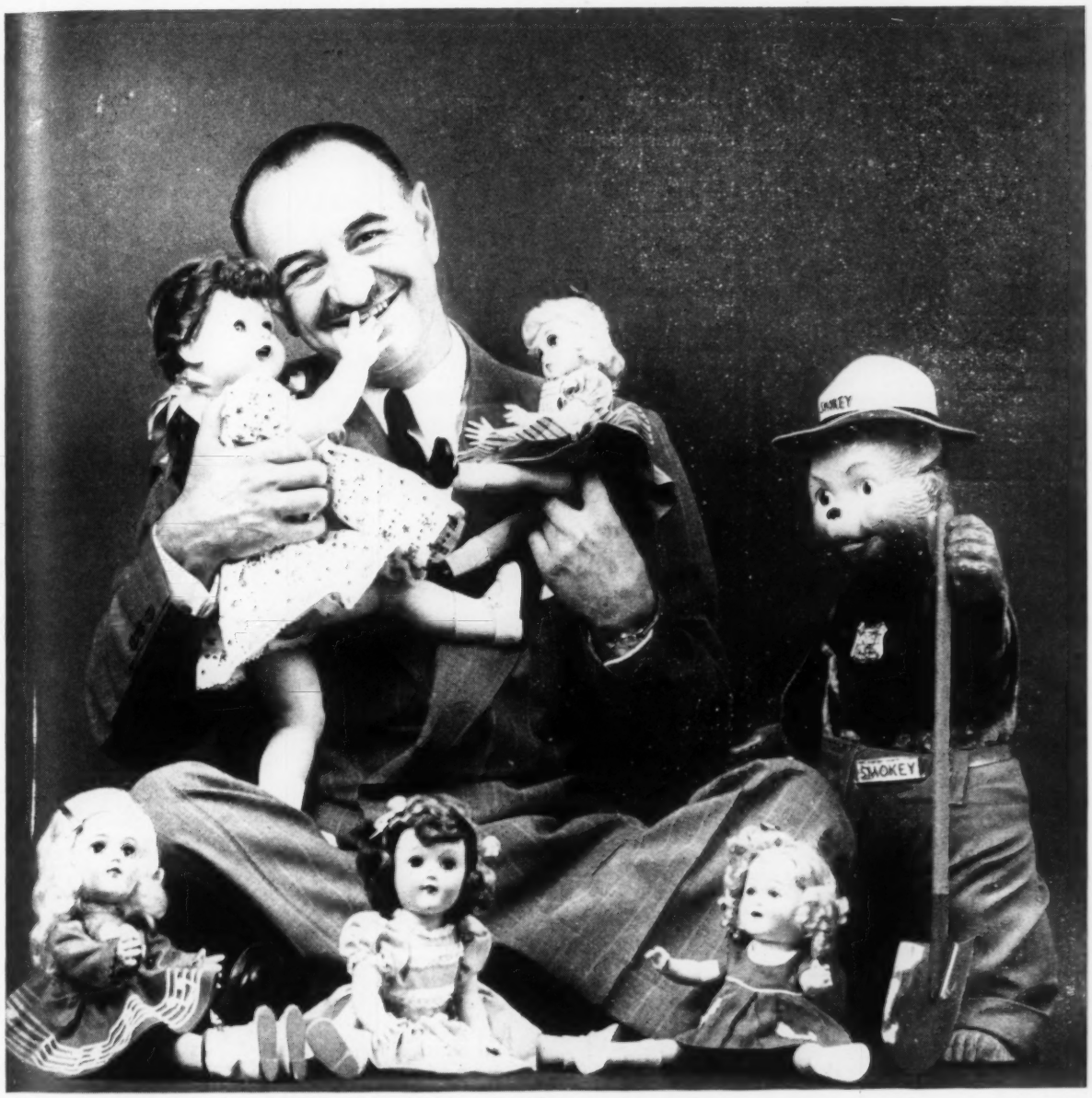
"I am confident," he declared, "that you will not be misled by comments from self-interested critics who seek to attack our sales plans as an 'invasion' of the spot field. These critics seem deliberately to overlook the fact that the strips under the 'Three Plan' create new opportunities for our affiliate to develop spot business for themselves through the sale of one-minute announcements in the body of network programs, without any program expense to them, and subject only to network sale. They overlook the fact that a network sale in these programs is a sale of full national coverage, completely different in character and effect from a national spot campaign, and one which does not threaten spot business. And they also gloss over the fact that the health of the stations' spot business depends largely on the maintenance of strong network programming, which is one of the primary overall objectives of the great new efforts being made by the NBC Radio Network.

"I believe that the NBC Radio affiliates recognized all of these facts when they endorsed our new plans at the Chicago meeting, and I do not think that they will be impressed by arguments of some spot representatives which are so contradictory on their face—contending on the one hand that advertisers will not be interested in network sponsorship under the 'Three Plan' because it lacks 'the flexibility of national spot,' and asserting on the other hand that advertisers will be so interested in the 'Three Plan' that they will divert funds from spot radio to buy network participations!

"On the contrary, I am sure our affiliates will recognize that in the 'Three Plan' we are providing a means whereby the stations can benefit directly in terms of network compensation and a strengthened network operation, and can also benefit directly through opportunities to increase their own profitable business in spot and local sales."

AT&T Links Three Outlets

KJEO (TV) Fresno, KFAY-TV Bakersfield, both California, and WBAY-TV Green Bay, Wis., have been connected to the AT&T nationwide network of tv transmission facilities, making network tv service available to 204 stations in 130 U. S. cities, AT&T reported last week.



The proud papa is B. F. Michtom, Chairman of Ideal Toy Corporation, but . . .

Do you recognize his famous family?

They're all celebrities except the happy "father"! He's B. F. Michtom, who built a $25,000,000 business promoting "character" dolls inspired by famous personalities. He's holding Saucy Walker and Harriet Hubbard Ayer. The others are Mary Hartline, the Toni Doll, Shirley Temple, and Smokey Bear, protégé of the U. S. Forest Service.

"Real-life stars create plenty of excitement when they appear at famous stores," says B. F. Michtom. "But to cash in, we have to get the dolls on the counter *on time*. We call Air Express. Frantic telegrams come in: 'Sold out. 1,000 kids in store. Send more dolls!' We keep both kids and stores happy — we call Air Express again!

"Stores need mat ads. They run out of autographed photos, Jr. Forest Ranger application cards and similar promotion materials. Air Express fills the gap fast.

"Nobody needs Air Express more than we. It's indispensable. Yet we pay no premium for this superior service. In fact, Air Express rates are *lowest of all* on most of our shipments."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

Air Express

GETS THERE FIRST via U.S. Scheduled Airlines

K"DUB"-TV
LUBBOCK, TEXAS

Large irrigated farms & communities are scattered over a wide area hereabouts, so TV caught on quick as the dominant entertainment medium.

This rural market, with a per-family income 3.80 times above the national average, is covered by no other single medium so completely as with KDUB-TV.

KDUB's live programing is largely directed to this audience. A dozen friendly shows such as the county agent's PLAINS TALK, CIRCLE 13 DUDE RANCH, RECIPE ROUNDUP, etc., apply the local flavor.

Ask your Avery-Knodel man

DUMONT CBS PARAMOUNT

LUBBOCK, TEXAS

K"DUB"-TV

W. D. "Dub" Rogers, President Mike Shapiro, Asst. Mgr. Director of Sales

MANUFACTURING

RCA, GE Report Equipment Shipments

RCA Victor last week announced shipment of initial units of its 50 kw tv transmitter to WOOD-TV Grand Rapids, Mich., which will shift from vhf ch. 7 to ch. 8 when the new transmitter is installed. WOOD-TV will radiate maximum 100 kw when the new transmitter is operative.

General Electric also reported shipments last week of a 12 kw transmitter to KACY-TV Festus, Mo., uhf ch. 14. WJHP-TV Jacksonville, Fla., ch. 36, received a 100 w and WTVJ (TV) Miami, Fla., vhf ch. 4 received 5 kw transmitters. A 1 kw amplifier was shipped to KVFD-TV Fort Dodge, Iowa, uhf ch. 21. Twelve kw amplifiers were shipped to KTVQ (TV), uhf ch. 25, and KLPR-TV, uhf ch. 19, both of Oklahoma City, Okla. KCOQ-TV Tulare, Calif., uhf ch. 27, also was shipped a 12 kw amplifier.

DuMont Labs Announces New Staff Promotions

REORGANIZATION of the Television Transmitter Dept. of Allen B. DuMont Labs, which began last month with the appointment of Charles E. Spicer as sales operations manager [B•T, Sept. 21], has continued with the promotions of several staff members to national supervisory posts: Harry Del Muro for the medium and high power vhf engineering staff; George H. Wagner for the uhf engineers; John H. Shearer for the engineers assigned to sales service on studio equipment installation; F. Cecil Grace for engineers assigned to new product planning and development of equipment for special field requirements; Eugene Wald for storage and shipment of transmitters and associated equipment; Charles E. Brandt for customer service and spare parts for station installations. All of these new supervisors report to Mr. Spicer.

CBS-Columbia Names Kaplan

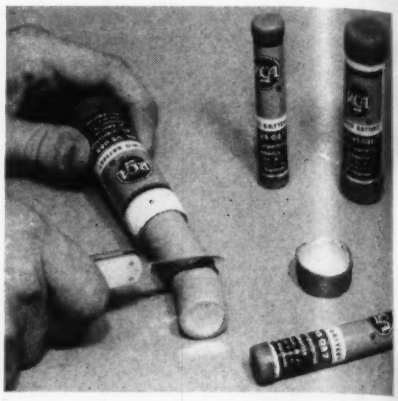
PROMOTION of Ben Z. Kaplan to the newly-created position of coordinator of national sales of CBS-Columbia Inc. was announced last week by Harry Schecter, vice president in charge of sales. Mr. Kaplan formerly was advertising and promotion manager for CBS-Columbia Distributors Inc., the New York factory distributing branch of the parent company.

In the new post, which was said to have been created as part of the CBS-Columbia planned program of sales expansion, Mr. Kaplan will coordinate national sales and promotional activities and serve as liaison between Mr. Schecter and the firm's regional sales staff.

Before joining CBS-Columbia, he was advertising promotion manager of Motorola-New York Inc. and the IT&T Distributing Corp. Mr. Kaplan also has had several years of advertising and promotional experience in radio and tv broadcasting with NBC.

Pioneer Opens New Plant

NEW manufacturing plant of Pioneer Electronics Corp. was opened Sept. 22 at 2235 Carmelina Ave., Los Angeles. The firm, headed by Laurence M. Parrish, expects full production of about 1,000 cathode tv tubes daily for set manufacturers, including Hoffman, Capehart and Admiral, within 30 to 45 days. Transmitting units and other electronic equipment also will be made.



IT'S AS easy as slicing candy roll for the kiddies. This is RCA's new, "slice-away" alkaline battery assembly for transistor use. It is designed to aid equipment designers and experimenters who are concerned with applying the possibilities of transistors. Idea is to cut sections into numerous combinations of odd-lot voltage supplies. Power requirements from 1.4 to 21 volts can be obtained by this method, according to RCA Victor Division's Tube Dept. Two types are available (VS087 and VS088).

Sarnoff on Technology

PREDICTION of closed-circuit tv devices in the home was made by Brig. Gen. David Sarnoff, RCA-NBC board chairman, in an article, "The Case for Technology," in the October issue of the *American Engineer*, monthly publication of the National Society of Professional Engineers. In the article Gen. Sarnoff rebukes those who deny scientific and engineering progress is really a good thing, and says that such progress "makes living in an engineering age a wonderful adventure."

—PROFESSIONAL SERVICES—

Oswald Schuette, RCA Advisor, Dies After Heart Seizure

OSWALD F. SCHUETTE, 71, public relations counsellor and long a Washington advisor for RCA, died suddenly Thursday night. He collapsed in the foyer of the National Press Club shortly after dining with Mrs. Schuette.

Funeral services will be held this (Monday) morning at Blessed Sacrament Catholic Church, Chevy Chase. Mr. Schuette was the oldest surviving president of the National Press Club.

He was known to many persons high in official Washington and in radio circles starting with his leadership of a battle against the radio patent pool back in the late 20s.

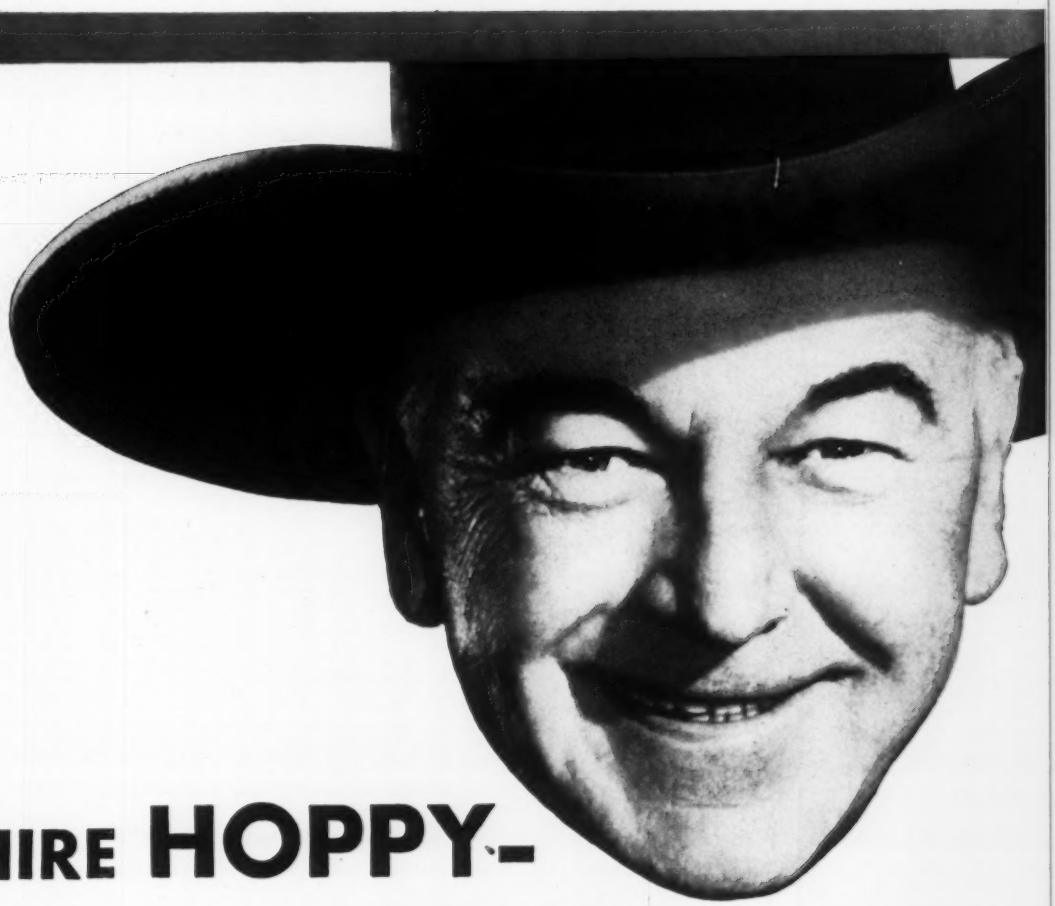
Mr. Schuette first became a prominent broadcasting figure a score of years ago when he was named to direct NAB copyright activities in the fight against ASCAP. He had developed a wide acquaintance in radio circles by directing the attack against the radio manufacturing industry's patent pool. Eventually this battle ended with a Dept. of Justice consent decree.

Among his achievements was the Republican National Committee's handbook on the League of Nations in the 1920 campaign. He coined the political phrase, "the steam roller." His career included service on many civic and Catholic charity committees.

His wife and four children survive.

BROADCASTING
TELECASTING

TV FILM features



HIRE HOPPY-

THEN HOLD ONTO YOUR HAT!

26 brand-new half-hour films are now available for you!

"Kid stuff" they called it when Hopalong sat down to play on NBC TV.

Today, 46% of his audience is *adult* and there's hardly an advertiser, a viewer or a man in the street who hasn't felt his influence, doesn't know his face.

Here's why Hoppy is *any* local or regional sponsor's best *proven* investment:

1. In 12 out of 14 ARB markets this August, he got the highest rating of all shows in his time period (exceeded only by Chicago baseball, Los Angeles boxing).

2. In *share* of audience here's the box score: New York, a 7-station market, 66%; Detroit, 53%; Cleveland, 79%; San Francisco, 51%. In Boston he outpulled competition more than 5 to 1.

3. Average viewers per set is a high at 2.6!

Hire this great salesman—at a local market price. *Call or wire* NBC FILM DIVISION *today!*

★ ★ ★

NBC FILM DIVISION

NEW YORK • CHICAGO • LOS ANGELES

Serving All Sponsors...Serving All Stations

HOLLYWOOD STARS
HERE...NOW...TODAY...
in TV's Greatest Film Programs!

the "plus 80"

20 Charlie Chan Mysteries

THE MAJOR SERIES . . . NEW TO TV . . . STARRING RAY MILLAND, ARLENE WHELAN, CESAR ROMERO, ROBERT YOUNG

20 All Star Adventure Classics

THE ROMANCE . . . THE ACTION . . . THE DRAMA OF THE GREAT AMERICAN SCENE . . . STARRING GARY COOPER, ANN SHERIDAN, JOHN WAYNE

20 International Masterpieces

MASTERPIECES RANGING FROM DUMAS TO OSCAR WILDE . . . PRODUCERS SUCH AS ALEXANDER KORDA AND HAL ROACH . . . STARS AS BRILLIANT AS VIVIEN LEIGH AND PAULETTE GODDARD.

20 Hollywood Major Features

INTRODUCING TO TV SUCH EXCITING PERSONALITIES AS MARILYN MONROE, JEFF CHANDLER AND JAMES MASON.

"plus 80"

plus 1001 TITLES

UNITY TELEVISION CORPORATION

1501 BROADWAY, NEW YORK 36, N. Y. • LOngacre 4-8234

JACK LA RUE, OSA MASSEN, JEAN PARKER, BARTON MacLANE, CHARLES BICKFORD, GAIL PATRICK, CHARLES WINNINGER, SIDNEY BLACKMER, J. CARROL NAISH, DORIS DOWLING, PAUL KELLY, WILLIAM GARGAN, HILLARY BROOKE, JEROME COWAN, KENT TAYLOR, MARY BETH HUGHES, BUSTER CRABBE, VIRGINIA FIELD, VICTOR JORY, LON CHANEY, JR., VIRGINIA GREY, ARLEEN WHELAN, PHYLLIS BROOKS, ERIC PORTMAN, BELA LUGOSI

STARS of the "plus 80"

LYNN BARI, BORIS KARLOFF, WILLIAM EYTHE, BURGESS MEREDITH, CESAR ROMERO, ROBERT CUMMINGS, JEFF CHANDLER, RANDOLPH SCOTT, ALAN LADD, PATRICIA ROC, RALPH RICHARDSON, MICHAEL WILDING, RICHARD BURTON, MARGARET LOCKWOOD, ROBERT YOUNG, MARILYN MONROE, STEWART GRANGER, JAMES MASON, ANN SHERIDAN, RAY MILLAND, PAULETTE GODDARD, JOHN WAYNE, VIVIEN LEIGH, GARY COOPER

JOHN WAYNE, GENE TIERNEY, CARY GRANT, MARLENE DIETRICH, ALAN LADD, LINDA DARNELL, VICTOR MATURE, IDA LUPINO, STEWART GRANGER, JOAN BENNETT, DICK POWELL, JEAN SIMMONS, FREDERIC MARCH, LILLI PALMER, ROBERT DONAT, MERLE OBERON, MICHAEL WILDING, CONSTANCE BENNETT, BRIAN AHERNE, JOAN BLONDELL, BURGESS MEREDITH, BETTY GRABLE, DENNIS O'KEEFE, VIRGINIA BRUCE, VALERIE HOBSON, PATRICIA ROC, RICHARD GREENE

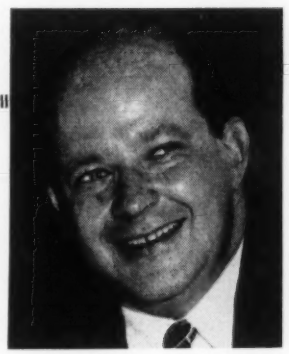
STARS of the UNITY CATALOGUE

SIR CEDRIC HARDWICKE, BETTY FIELD, EDW. G. ROBINSON, BRIAN DONLEVY, MICHAEL RENNIE, SABU, ROLAND YOUNG, VICTOR McLAGLEN, BRUCE CABOT, LEO CARRILLO, EDMUND GWENN, ADOLPHE MENJOU, GEORGE BRENT, BILLIE BURKE, STAN LAUREL, OLIVER HARDY, MARGOT GRAHAME, WALTER BRENNAN, PAUL LUKAS, WILLIAM BOYD, CHARLEY CHASE, WILLIAM BENDIX, JOE E. BROWN

West Coast Representative • UNITY TELEVISION CORPORATION *OF CALIFORNIA*
8951 Sunset Boulevard • Hollywood 46, California • Crestview 4-5693

features

- A step-by-step analysis of how a tv film is made. Page 90.
- Eight ways to merchandise film shows. Page 98.



film maker

Ralph Cohn

RALPH COHN was born into show business, literally, and has progressed through most of the accepted fields which comprise it—legitimate theatre, movies, tv. But he reports with what is suspected to be more modesty and good humor than the realism he would insist upon as a producer, that occasionally he has been guilty of bad timing.

"I am one of those unfortunate enough to be a pioneer," he says of his career in television.

The rise of Screen Gems Inc. under his direction as vice president and general manager tends to take the sting out of the barb he thus directs at himself. Yet there are phases of his career which do offer some grounds for the statement.

To begin with, after several years as a legitimate theatre and later a motion picture producer, he joined Mary Pickford and Buddy Rogers in forming Triangle Productions—at a time (1945-47) when the manufacture of consumer goods was picking up after the wartime hiatus and, accordingly, giving people things besides movie-attendance on which to spend their money.

Then he formed Pioneer Telefilms Inc.—at a time (1947) when there still were not enough television stations around to make film program production an economically satisfying operation for a new tv company.

Then he joined Screen Gems—at a time (1949) when the FCC's station licensing freeze was setting in, although he has no known complaints currently.

Now 39, Mr. Cohn is the son of Jack Cohn, executive vice president of Columbia Pictures, which is the parent of Screen Gems. He was born May 1, 1914, in New York. After graduation from George Washington High School in New York, and then from Cornell U., he spent a year and a half in the legitimate theatre in New York, where he produced, according to his own report, "one flop play"—most fortunate part of which is that he has forgotten the name.

Next stop was Hollywood, where he had worked summers since he was 10. He was made assistant to a producer, served in that capacity for two years, and then was made, in 1936, a full-fledged producer.

In 1941 Mr. Cohn was named executive producer for Darmour Productions and turned out, among other movies, two additional series which since have been produced on radio and television: "Ellery Queen" and "Crime Doctor."

Wartime military duty interrupted, and he served from 1943 to 1945 as a private in the Signal Corps, engaged in making training films. The war over, he returned to theatrical movie-making, forming Triangle Productions with Miss Pickford and her husband, Mr. Rogers.

A slump in the overall motion picture business took him from Hollywood to New York in 1947 to try to find out what was the matter. While he was in New York he saw his first television show—and within minutes was converted. He and six associates put up $7,000 each and formed Pioneer Telefilms. The timing was not as good as the idea. They wanted to produce programs, and there weren't enough well-heeled stations or advertisers. So they produced commercials, took the revenues from those, and put them into more programs—a plowing operation which eventually led some of his colleagues to abandon it.

By that time, Columbia Pictures had realized that television was a coming thing. Columbia Pictures had the capital and Mr. Cohn had the tv experience and know-how. Screen Gems was formed as a Columbia subsidiary and Mr. Cohn was named general manager, to which title he added a vice presidency late last year.

Screen Gems' best known current property is *Ford Theatre*, which it produces and syndicates. Currently the series is sponsored by Ford on a 61-station NBC-TV network and has been sold by Screen Gems in 50 markets under the name *Your All-Star Theatre*. *The Big Playback* is another major Screen Gems production, sponsored by Ethyl Corp. in 45 markets and sold by Screen Gems in a dozen others.

While program production occupies most of the company's West Coast facilities, most of its New York production is centered—to the point of taxing its facilities—on tv commercials, an endeavor which Mr. Cohn, referring to the experience of his old Telefilms firm, has described as "very mechanical work, very painstaking, very tedious—and profitable." Screen Gems' accounts include such advertisers as Camel, Chesterfield, Lucky Strike, Pall Mall, and Herbert Tarreyton cigarettes, General Motors, Ford and Oldsmobile, Coca Cola, several Procter & Gamble products, Crosley television sets, Gerber Baby Foods, Prudential Life Insurance.

Mr. Cohn was married in October 1952 to Dorris Huffam, at that time assistant sales promotion manager of Blair Tv, station representation firm. They live at Katonah, a suburb of New York, where his hobbies, when he isn't commuting to and from Hollywood, are cooking and golf.

TURNING AN IDEA

a step-by-step analysis of how a tv film

IN any industry, an understanding of the elements which go into the making of the finished product gives one an appreciation that cannot be had without such knowledge. The business of putting together a tv film calls for the efficient functioning of 20 major departments; thus what the viewer sees on the screen depends upon what goes on behind the cameras. Step-by-step and department-by-department, this is how Gross-Krasne Inc. utilizes its staff to produce tv films.

As the heart of any film is the story, a story department must be able to analyze, develop and perfect properties with its writers. In order to get a top quality product, endless reading is required. In the case of *Big Town,* we must always keep the established format in mind when reading published books, magazine and newspaper stories and original material.

Our procedure is to select a story from one of the aforementioned sources and call a story conference with a professional screen writer—who, in many cases, is the author —and the story editor to determine a point of view on the writer's part. When this has been worked out, my partner, Phil Krasne, and I hold a general story conference in which the final decision as to the film treatment is made.

First Draft of Script

The writer, in a matter of weeks, turns in the "First Draft Teleplay," which is discussed by everyone involved in the production—the producers, their staffs, the director, the advertising agency and finally the sponsor which, in the case of *Big Town* and *Lux Video Theatre,* is Lever Bros. After the required changes and the way in which they are to be made are agreed upon, the writer sets about to write and deliver the "Final Draft Teleplay."

Always interested in the best story material available, we encourage submissions of all types of stories, but through authorized literary agents. Because speed, good craftsmanship and ingenuity play such an important part, professional screen writers are always engaged to dramatize the story.

Even though each director works differently, he always faces certain common problems when first handling a script. His most important task is preparation, and to achieve the most effective and economic treatment of the story his pre-production period is spent in close association with the author and producer.

This is followed by conferences with the production head, art director, cameraman, assistants, wardrobe, property, make-up man, etc., as it is his job to explain his needs and what he expects to accomplish to each of them. In this collective job of making pictures, we feel that the intelligent director is one who utilizes—to the fullest extent—the talents and capabilities of the people who work with him.

After shooting starts, the director's contact with his actors and cameraman assumes first importance. He must explain the meaning of each scene to his actors in order to integrate, shape and mold the characters they are creating.

There are no set rules for his relationship with the actors. They must be given ease and confidence. This is best done, I believe, by giving each actor a complete explanation as to what he is doing in a scene, his attitude, his desire and his relationship to the other actors. And the special mood or color of each scene must be definitely established.

Continuity Problems

The lack of continuity in shooting a film presents a special problem. The director frequently shoots a scene which is the emotional result of a preceding scene not yet shot. Sometimes one scene is shot with a couple of days intervening before the succeeding scene is shot. Therefore, the director must be able to recreate scenes for his actors.

With the cameraman, he selects the most effective angles to photograph a scene, what he wishes the audience to see, as every shot must have a purpose and a need. Thus, the problem of when to be in a long shot, a medium shot, a closeup, when to dolly up or pull back must be decided by him.

Upon completion of shooting, the director starts his third major task—that of working with the cutter to achieve the maximum effectiveness in each scene and with the music composer to express his views on which scenes need music.

With the release of a temporary script, the assistant director goes to work itemizing each necessary production requirement into a breakdown. From this a budget is compiled and submitted by each department. Prior to the start of shooting, he then assists the director in coordinating the efforts of the different departments.

Once on the set he is responsible for any person to be photographed—from principles to stand-ins—and must see that each is present when needed, properly wardrobed and made up and prepared for the scene to be shot. He directs the action of the extras and sees to such items as props, animals and designation of characters. Through cooperation with the departments concerned, he makes certain that all requirements are prepared in advance to meet with the shooting schedule.

Additionally, the transporting and feeding of the entire company while on location is his responsibility.

Casting Director Is Popular

When the shooting script is completed and a director chosen, the casting director sits down with the director, my partner and me to discuss all the characters in the script. We each have a conception of the characters, but eventually we must agree. If not, the casting director arranges interviews with several actors for certain roles and then we make the final selection.

Much of his contact is with agents and artists' representatives, who circulate around the production companies, keeping tabs on current activities and roles available.

Believing one weak actor can destroy the meaning of a key scene and harm the performances of the other cast members, he strives to find the best actor for each role. On occasions he will introduce a new person, who often will be given a small part in order to demonstrate his or her acting ability before the camera. Because little time can be spent on rehearsals before each scene, he tries to give the director competent actors, able to adjust quickly to any situation, and ones who can remember their lines.

All the mechanics of film production are directed by Mr. Krasne and me with the help of our staff, which consists of associate producers, unit manager, assistant directors, three personal secretaries, office personnel and script clerks.

When the associate producer receives his

INTO A PRINT

is made

By Jack J. Gross

Mr. Gross had 14 years of experience as a movie producer with Universal Pictures and RKO before he and Phil Krasne formed Gross-Krasne Inc. in April, 1952, to film Lever Bros.' 'Big Town' on CBS-TV. The partnership also owns California Studios in Hollywood, where it makes its own productions, and a fortnight ago acquired complete ownership of United Television Programs Inc., a leading distribution firm. In this article he explains the intricacies of making a tv film, from the moment the idea is created until the finished print is in the can.

story assignment and we have the final script, the first thing to be determined, as quickly as possible, is how much the film will cost, what stage space must be set aside, how many locations must be planned, etc. All vital details are put down on paper by the unit manager and assistant director in the form of breakdowns, set lists, cross, music and wardrobe plots and others.

We then call a budget meeting with the departmental heads connected with the actual production. To be discussed are all phases of activity and their costs, such as the number of extras required in a certain scene, the changes of wardrobe for the important feminine leads, the equipment necessary to purchase or rent, and whether or not it will be less costly to shoot the picture in continuity or shoot first the scenes involving many extras and expensive stars.

Concurrently, various records are maintained by the production department. Daily production and progress reports on the shooting must be typed. On and off payroll notices on actors and staff must be handled daily, too.

Pile of Paper Work

A permanent record is maintained on each film, showing the sets and/or locations the company worked on during each day, as well as the cast working each day on each set. Maps are maintained by the production manager's assistant and are used for spotting sets. Blueprints are tacked to these maps in the approximate position the set will occupy on the stage proper. When the set is completed, dressed and ready for shooting, still pictures are taken and placed on the maps to provide a ready and permanent reference.

Additionally, production office personnel distribute scripts, breakdowns and various working plots on each picture to departmental and production staffs prior to the start of each film.

Once the starting date for production is given, the property department begins work in earnest with the department head assigning a set decorator and master propman to the film. Both men read the script and each makes a breakdown of it. To the set decorator, this means formulating a general idea of how he is going to decorate the sets and listing special pieces of furniture or props that will have to be made or rented. This often involves much research, as in the case of a foreign locale or period film.

To the master propman, this means listing all working props—those which have action in the picture and are mentioned in the script. In a scene calling for an actor to enter a store and purchase a watch, he must supply the watches to be handled by the actor, the cases, wrapping paper, wallet and money with which to pay for the watch. For background action, he must supply anything actors might carry, use or wear, such as canes, newspapers, eyeglasses, mops, buckets, etc.

All props not available at the studio have to be made or rented. The department head knows, at a moment's notice, exactly where he can rent or buy any prop that ever was invented.

When shooting starts, the master propman and his assistant load all the specified props into a prop trailer which contains a 31,000-item stock. The assignment of other assistants depends upon the size and type of set and number of working props.

The set decorator starts to dress the sets as soon as they are built and painted, knowing in advance from blueprints the size and shape of each set. With him at all times are two men, one of which—the lead man—helps pick out the furniture and props and sees to it that everything chosen is checked out and brought to the stage.

After selecting the rugs to fit the room, the decorator and his crew choose the furniture, pictures, lamps, hand props—such as vases, ashtrays, clocks, desk sets, etc.—drapes, chandelier and brackets.

Once the set is dressed, it is ready for approval by the director and cameraman.

From the time the camera starts to roll, the master propman and his crew assume complete responsibility for the set and props. To insure that all props are replaced exactly as they were, a still picture is taken after each side of the set has been shot. After a set is shot and the producer has given his approval, it is then struck. A crew takes over and clears the set and the rugs are cleaned and taken away with the furniture. Each item is checked as it is returned to the property building, with any damage repaired before the piece is stored.

The skilled technicians whose job it is to compose the scenes and light the set in order to get an exact replica of the teleplay on film comprise the camera crew. These men paint with light as an artist does with oils.

Headed by the director of photography, the crew includes assistant cameramen and camera operator. The former handles the camera, lenses, and the loading and unloading of film. The latter operates the camera during the shooting and does the panning and tilting, while the assistants follow focus.

The most important function of the director of photography is illumination. For this, the chief electrician, or gaffer, is his right-hand man and has charge of the electrical crew. Under his direction, the rigging gaffer and crew handle the preliminary work of placing lamps in their predesignated places. For actual illumination, the gaffer has his regular crew, consisting of the best

Flats and parts of sets awaiting re-use or rejuvenation make this back lot look like Hollywood, which it is. But this studio produces television films, not movies.

boy, dimmer man, generator man, spot men, juicers, operators and other helpers.

Additionally important is the key-grip and his specially trained assistants who do all the diffusing with the many beautifying contraptions which glamorize the set. He has his best boy or assistant, boom operator and others who operate the crane or boom and camera dolly.

Also under the supervision of the director of photography are the special effects to be created, such as rain, snow, fog, lightning, etc. As the tendency in motion picture illumination is toward the realistic—meaning lots of shadows—he must supervise the grip in the creation of shadows, keeping the light off the lens. He tries to imitate light effects existing in nature by utilizing various types of reflectors. Filters are used to accentuate clouds, make night shots in the daytime or emphasize certain portions of the landscape.

Dollies, Blimps, Booms

To facilitate moving the camera, the tripod has been replaced by a dolly, which is a four-wheeled vehicle pushed by the grip's assistant. It holds the blimp, a metal covering for sound proofing purposes, which houses the camera. The dolly has hard rubber wheels and is moved on metal tracks to prevent jumping the slightest obstruction. To absorb floor squeaks, a rug is placed under the entire length of the tracks. When moving from a low setup to a high one, or vice versa, and from a close-up to a long shot of a set, the dolly is inadequate and a crane or boom is used.

The director of photography, through his lighting, can completely change the character of a face, create the entire range of moods, beautify or destroy, enrich or flatten a scene—thus his importance cannot be overemphasized.

"The highest problem of any art is to cause, by appearance, the illusion of a higher reality" and in film making, it becomes the particular problem of the art department, supervising art director, art director, assistant art director and co-workers, set designers, sketch artists and model makers —all aided and abetted by the set decorator.

Their contribution in the matter of sets is little recognized by the average viewer. This is true when sets are achieved that are realistic and believable and augment the telling of the story.

Through the drawings, sketches and models, originating in the art department, it is determined what sets are to be built, how they are to be arranged and also what artistic goals are to be sought in architecture, interior decoration and lighting effects.

Beginning of a Set

Prior to the actual start of shooting, the department staff extensively studies the script requirements, drawing upon the resources of the studio research department. The art director, from thumbnail sketches and rough plans, supervises the making of models and sketches. He is then able to show the production department, director, my partner and me exactly what he proposes to do about the various sets needed. Estimates are prepared and approved and the set is printed and distributed to the construction departments.

Once the set is constructed, paint samples, color schemes and wallpapers are selected by the art director. When the set is ready to be dressed, the set decorator in cooperation with the art director furnishes the sets with consideration given to the problems of action, mood, light and motivation involved in each one.

While no group of beautiful sets can ever insure the success of an otherwise inferior picture, intelligent mounting of a production can build or lower the audience reaction to the production as a whole.

Under the supervision of the production co-ordinator is the technical department, headed by the technical director and consisting of a general carpenter foreman, carpenter foreman in charge of each film, carpenter foreman in charge of the mill, subforeman or gang boss and—the carpenters. Upon these men falls the task of building all interior and exterior sets.

Completed prior to any construction is the making of full-size layouts to determine the exact manner in which they will be built. The lumber is then milled to size with a minimum of waste. Then the final product must be squeak-proof to cause the sound men no trouble.

When a door is needed, it is usually taken from stock, but the door frame must be made to fit that particular door. Should the set be a kitchen, all cabinets must be constructed with workable drawers, breadboards and doors. Building interior sets is very similar in many ways to the construction of private homes.

Construction of exterior sets differs only from that of normal buildings in that one or perhaps two sides must be built. But, the roof must be built to cover any conceivable angle to be reached by the camera.

In the carpenter shop, all set units are made and assembled from plans supplied by the art department. These plans must be executed with meticulous care, as they have been designed for every camera angle.

Apart from set construction, the carpenters maintain the stages and buildings on the lot. New construction is allotted to a group known as the maintenance crew.

Gallons of Paint Flow

The duties assigned to paint and scenic cover a wide range and include many types of work. Paint, itself, covers every set, backdrop, door, window sill, floor—in short, every conceivable place where a painter might lay his brush. Without paint, nothing is finished. Plaster and fiber mixed together may form the contour of a rock, then paint is used to make for true colors, add highlights and intensify the cracks and crevices.

Some of America's finest scenic artists design and paint the great backdrops that are constructed and hung on gaint lifts, making any portion of the canvas accessible to the brush. No matter what the script calls for, our scenic department must be able to reproduce the setting faithfully, blending their work skillfully into the set.

Interior decoration requires the efforts of finished artists and mechanics. Another department expert is the painter who can reproduce 150 different types of marble perfectly. In the sign shop, our men can do lettering from the most ancient hieroglyphics to pure modernism.

Prop Shop a Gadgeteer's Dream

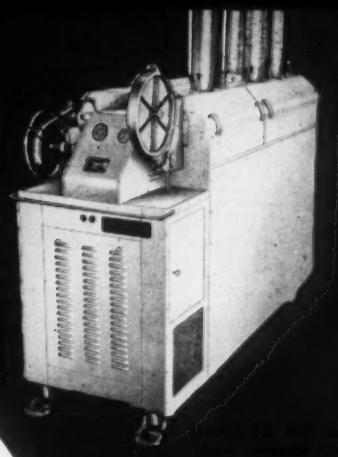
The prop shop came into existence during the early days of motion picture making and has made rapid progress ever since. When the simple props, used at that time, were no longer adequate, it became necessary for the propmen to make their own props which could not be bought or built elsewhere. Today, the prop shop is responsible for the mechanical devices, special appliances and perfect miniatures which add so much to the realism of films.

Sometimes the propmaker can work from blueprints, but if none are available, he must use his inventiveness to design and execute what is required.

When an airplane crash is shown on the screen, it is a breath-taking spectacle to the

(Continued on page 96)

98% of all U.S. TV stations use Houston-Fearless equipment



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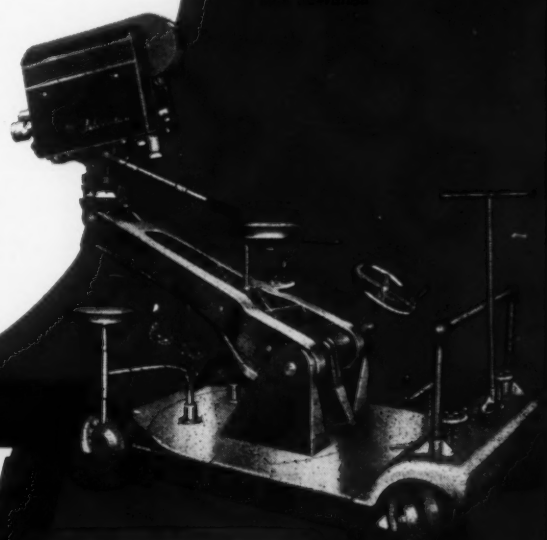

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TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Better Living Theatre* F	American Machine Scott Paper Greyhound Omnibus		Revere Meet the Press L
6:15				
6:30	*George Jessel Show*	Electric Companies Alt. Wks. Prudential Ins. Co. You Are There		Gen Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	*Quiz Kids* F	*Georgetown U. Forum*	P&G Winchell-Mahoney L
7:15				
7:30	Straw Hat Theatre—F-S	American Tobacco Private Secretary L	*Washington Exclusive*	Reynolds Mr. Peepers L
7:45				
8:00	*Film*	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L
8:15				
8:30			Clorets Chlorophyll Gum & Kreisler Mfg. Co. Rocky King, Detective	
8:45				
9:00	Walter Winchell	General Electric Fred Waring Show L	Larus & Bro. Co. and Carter Products Plainclothes Man	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Orchid Award			
9:30	*Film*	Bristol Myers Man Behind the Badge L		
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	Mogen David Wine Corp. Dollar A Second	P&G Letter to Loretta F
10:15	*Film*	Jules Montenier alt. wks. Remington Rand What's My Line L		
10:30				Man Against Crime R. J. Reynolds F
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			*Capt. Video*	
7:15			*Marge & Jeff*	Arthur Murray Dance Party Consolidated Royal Chemical L
7:30	*Opera vs. Jazz* L	GM-Oldsmobile News L		
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	*Sky King*	Carnation Burns & Allen (alt.) L Goodrich	Bauer & Black 20 Questions	Block Drug Co. Speidel Corp. (Alt. Wks.) Name That Tune L
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts L	*The Big Issue*	Firestone Voice of Firestone L
8:45				
9:00	*Film*	Philip Morris I Love Lucy F		RCA Victor Show (Dennis Day) L
9:15				
9:30	*Film*	Gen. Foods Instant Maxwell Coffee L Red Buttons Show	Co-op Feature Boxing with Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00				
10:15		Westinghouse Studio One L		
10:30				Co-op Who Said That L
10:45			*Ringside Interviews*	
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15			*Marge & Jeff*	
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Dinah Shore Show Chevrolet L
7:45		Jane Froman		Camel News Caravan L
8:00		Wrigley Gene Autry Show F	Admiral Corp. Life Is Worth Living	Buick, Berle Show (2 of 3 weeks) (8-9)
8:15				
8:30		Pharmaceuticals, Inc. Red Skelton	Benson & Hedges Pantomine Quiz (alt.)	Gen. Fds. Hope Show (3d week) (8-9)
8:45				
9:00		Carter Prod. This Is Show Business (alt. wks.) Schick, Inc. This Is Show Business		P&G Fireside Theatre F
9:15				
9:30	*Film*	Electric Auto-Lite Suspense L	*Where Was I*	Armstrong Circle Theatre 9/1 L
9:45				
10:00		Block Drug Danger L		P Lorillard Judge for Yourself L
10:15				
10:30	Bendix Swanson (alt. wks.) The Name's The Same L	Alcoa See It Now		
10:45				Mutual of Omaha, Bob Considine
11:00		*News & Sports* Tu&Th		
11:15 PM				

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	Local			
11:45				
12:00 N	Better Living Theater Film			
12:15 PM				
12:30	Voice of Prophecy Faith For Today L			
12:45				
1:00	*Gerald Johnson*			*Youth Wants To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
9:45				Minn. Mining Tues. Scott Paper, Thur. General Mills, Fri. Ding Dong School L
10:00				
10:15		Arthur Godfrey See footnote for time *Wheel of Fortune* F 10-11 a.m. S		
10:30				*Glamour Girl* L
10:45				
11:00				*Hawkins Falls* L
11:15		I'll Buy that Fri. Only		*The Bennetts* L
11:30		C-P-P (MWF) 11:30-12 N Strike It Rich L		*Follow Your Heart* L
11:45		Gen. Mills Bride & Gr'm MWF Toni Co. for Tu&Th L		*Three Sleps To Heaven* L
12:00 N		Amer. Home All Products Love of Life		
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light		
12:45				
1:00				
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
1:30 PM				
1:45				
2:00				
2:15	*Junior Crossroads*			
2:30				
2:45	*Tootsie Hippodrome*			
3:00				
3:15	*Smilin Ed McConnell*			
3:30				
3:45	Ralston-Purina Space Patrol F		11-11:30 Tom Corbett Space Cadet Int'l Shoe Co. (Alt.) with Secret Files of Capt. Video	
4:00		Gen. Foods Post Cereal Div. Rod Brown, Rocket Ranger		
4:15	Sky King			
4:30				
4:45		National Dairy The Big Top L		
5:00				
5:15				
5:30		Gen. Mills The Lone Ranger		
5:45 PM				

THURSDAY

	NBC	ABC	CBS	DuMONT	NBC
6:00 PM				Capt. Video	
6:15				Marge & Jeff	
6:30	Coca Cola Eddie Fisher	General Mills Lone Ranger F	Amer. Cig. & Cig. Co. News 7:30-7:45 pm		Dinah Shore Show Chevrolet L
6:45	Camel News Caravan L		GE Jane Froman		Camel News Caravan L
7:00	GE I Married Joan F	Quick as a Flash	Gen. Elec. Meet Mr. McNutley		DeSoto-Plymouth Groucho Marx F
7:15					
7:30	Scott My Little Margie F	Doorway to Danger	Singer Swng. 4 Star Plhs. Weekly	Associated Tide Water Oil Broadway to Hollywood	Borden T-Men in Action F
7:45					
8:00	Krafts Foods Television Theatre L	Dolly Mack	Lever Lux Video Theatre L	DuMont Labs What's the Story	Chesterfield Dragnet F
8:15					
8:30	Hazel Bishop This Is Your Life L	Summer Fair F	Lever Rinso Big Town F	Author Meets the Critics	Ford Theatre F
8:45					
9:00		Local	Philip Morris Philip Morris Playhouse	Big Idea	U.S. Tobacco Martin Kane
9:15					
9:30		Film	Carter Prod City Hospital (alt. wks.) Toni, Inc. Place the Face (alt. wks.)		
9:45			News & Sports (Tu&Th 11:1[illegible]		
10:00					
10:15					
10:30					
10:45					
11:00					
11:15 PM					

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30			Capt. Video	
6:45			Marge & Jeff	
7:00	General Mills Stu Erwin F	GM-Oldsmobile News		Coca Cola Eddie Fisher
7:15		Chesterfield Perry Como		Camel News Caravan L
7:30	Ozzie & Harriet F	Gen. Foods Baker's Food Prod. Mama L		Dave Garroway Show Pontiac Dealers L
7:45				
8:00		R. J. Reynolds Topper	Guide Right	Gulf Life of Riley 9/18 F
8:15				
8:30	Film	Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	Simoniz & Amer. C&C Big Story L & F
8:45				
9:00	Half Hour Theatre F	General Foods Sanka Our Miss Brooks		Campbell Soundstage L
9:15				
9:30		Brown & Williamson My Friend Irma	P. Lorillard Chance of Lifetime	Gillette Fights 9/11 L
9:45		American Oil Hamm Brewing Person to Person	Helene Curtis and Carter Products Down You Go	
10:00		Longines Chronoscope		Chesebrough Greatest Fights F
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Saturday Evening News		
6:15				
6:30		Commerical Solvents Red Barber		
6:45				
7:00	Music at the Meadow-brook	Stork Club		Mr. Wizzard F
7:15				
7:30		Sylvania Beat The Clock L		Sunbeam Ethel & Albert L
7:45				
8:00		Schick Sheaffer Pen Nescafe (Co-Sponsorship) Jackie Gleason Show		Dunhill & Lady Esther Bonino L
8:15				
8:30	Feature Playhouse F			Pet Milk Original Amateur Hour L
8:45				
9:00	Bayuk Cigar Saturday Evening Fights L	P. Lorillard Two for the Money	Westing-house & Others Pro Football	Your Show of Shows L and All Star Revue (1 out of 4) L
9:15				
9:30		Int'l Silver 'Alt. Wks. Simmons My Favorite Husband		
9:45	Fight Talk			
10:00	Local	Chrysler Medallion Theatre		
10:15				
10:30		Revlon Prods. Revlon Mirror Theatre	11:00 Wrestling from Chicago	Lucky Strike & Crosley Your Hit Parade L
10:45			11:05 Boyle-Midway Sports Showcase	
11:00			11:20 Wrestling Resumes	
11:15 PM				

SUNDAY

	CBS	DuMONT	NBC
1:00 PM			Religious Hour Frontiers of Faith L
1:15			
1:30			American Inventory L
1:45			
2:00			Amer. Forum of the Air L
2:15			
2:30		Westing-house & Others Pro Football	TBA
2:45			
3:00			Excursion L
3:15			
3:30			Kukla, Fran & Ollie L
3:45			
4:00			Quaker Oats Zoo Parade L
4:15			
4:30			
4:45			
5:00			Hallmark Hall of Fame Hall Bros., Inc. L
5:15			
5:30			
5:45			

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
1:00 PM		Garry Moore Show (See footnote)		
1:15				
1:30		Campbell Soup Double or Nothing M-W-F		
1:45				
2:00		I'll Buy That Tu& Th 2-2:30 Sponsored by Seeman Bros. Tu& Th 2-2:15 Only		
2:15				
2:30		Art Linkletter's House Party (See Footnote) 2:30-3 pm	Paul Dixon Show VCA and River Brand Rice Mills, Partial Sponsors	Kate Smith Hour 9/21 L
2:45				
3:00		Colgate Big Payoff MWF Big Payoff Sust. Tu., Thur.		
3:15				
3:30		Bob Crosby Tappan Th 3:30-45 p.m. American Dairy Asso. Tu, Th 3:45-4 p.m.		P&G Welcome Travelers 9/21 L
3:45				
4:00		Action in the Afternoon 4-4:30 p.m.		P&G On Your Account 9/21 L
4:15				
4:30		United Nations		Atom Squad L
4:45				
5:00				Gabby Hayes**
5:15				
5:30				Howdy Doody
5:45				

SATURDAY

	ABC	CBS	DuMONT	NBC
1:00 PM				
1:15				
1:30	Warmup Time Game of the Week			
1:45				
2:00				
2:15				
2:30				
2:45				
3:00				
3:15				
3:30		Horse Racing		
3:45				
4:00				
4:15				
4:30				
4:45				
5:00				Oldsmobile Pre-Football Show L
5:15				
5:30				Gen. Motors NCAA Football Game (To Conclusion) L At Conclusion: Your Pontiac Scoreboard L
5:45				

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT. 7:15-20 Wed.—Participating sponsors.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:15-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:15-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:15-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:15-5, Fri. Toni.

** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M.-Th. Arthur Godfrey Time 10-10:15 M.-Th. Knomark Mutual of Omaha alt. days.

10:15-10:30 International Cellucotton alt. days with Snow Crop Mon.-Thurs.

10:30-45 M. & W. Star-Kist Tuna—Frigidaire, Tu. & Th.

10:45-11 p.m. Lever Tu. & Th. Toni Co.

11-11:15 Pillsbury M-Thu.

11:15-11:30 Liggett & Myers M. & W. Godfrey Time M. & W. 10-11:30 Tu. & Thu. Pillsbury Mills Inc.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

Garry Moore, Mon. 1:30-45 Masland Mon. 1:45-2 p.m. Hoover Co.; Tu. 1:30-45 p.m. Cat's Paw Rubber; Wed 1:45-2 Best Foods; Thu 1:30-1:45 Swift & Co.; Thu. 1:15-2:00 p.m. Norge Div. Borg-Warner; Fri. 1:30-1:45 Converted Rice

2:30-45 p.m., Thurs.—Green Giant; Tues.—Kellogg

2:30-45 p.m., M., W., Th.—Lever

2:45-3 p.m., M.-Thu—Pillsbury; Fri.—Kellogg; House Party.

DUMONT—11:30 a.m.-noon, Sat.—Alt. with "Secret Files of Capt. Video"

BROADCASTING TELECASTING

October 12, 1953

(Continued from page 92)

average viewer. In reality, this is done with a reproduction built and operated by the propmaker.

When under-sea shots occur, such as the maneuvering of a submarine, a perfect scale model is used. It has its own pumps and valves for ascending and descending.

The props are specially made for a knock-down-and-drag-out-fight. The bottles are made of synthetic resin for safety's sake. Chairs and tables, broken over the actors' head, are constructed of lightweight balsa wood. If an actor is shot and falls from a balcony to a bar below, that section of the wooden bar must be cut out and replaced with a "breakaway" section to prevent injury.

For some pictures it is necessary to build an entire village in miniature. Each building must be accurately scaled to size. Miniature automobiles and trucks travel the streets and park themselves. These miniatures are not always small. Sizes vary from a thumb-size building to a set 120 feet high. Houses are built as small as one inch in width and one-half inch high, complete with doors, windows and tiny shingles on the roofs.

Electricity Is Life Blood

Directed by the chief electrician, the electrical department is made up of several components consisting of specially trained personnel.

The construction division brings electrical service to each place where it is needed. Then comes the installation of lights, motors, generators, air-conditioning, telephones, sound recording, teletalk and many other kinds of equipment.

The maintenance men keep this equipment operating in the administrative offices, laboratories, machine shops, crafts building and stages. They operate the huge generators which supply direct current to run the arc lights used in film making. Additionally, they repair and rewind motors and generators, keep the air-conditioning equipment functioning, install work lights where needed and maintain telephone service.

The electrical machine shop designs and builds new equipment and repairs and maintains all lamps, dimmers, irises, shutters, followspots and cables.

The set rigging crew prepares sets for proper lighting by placing cables, lamps and switchboards, and by making necessary changes during shooting.

The job of keeping lamps, dimmers and all other equipment spic and span belongs to the electrical department paint shop.

During filming, the production sound crew is captained by the mixer, because, as he sits at his control panel and listens to the actors through his head phones, he mixes together and combines in their proper relationship all the sounds picked up by the microphones. At the same time, he makes certain his microphone boom operator, stationed at the edge of the set, manipulates the microphone to pick up only the sounds to be recorded.

When sound is picked up by a microphone, the sound waves are converted into their exact counterpart in extremely small electrical currents. After these impulses have passed through the mixer's control panel, they travel along cables to the recorder, whose machine records the impulses on a strip of magnetic tape.

Music in the Mixture

Music is recorded on a special stage, so constructed as to have the necessary acoustic properties. Again, the mixer combines the sounds needed to obtain a finely balanced recording.

When all our recordings of voice, music and sound effects are completed, edited and synchronized with their respective pictures, they arrive at their final destination—the re-recording or dubbing department. Here all the sounds are combined to give the maximum effect to the scenes being enacted on the screen.

In the rows of reproducing machines, each plays its own sound track in absolute synchronization with the picture being projected in the theatre-size auditorium. Concurrently, the dubbing mixer sits at his organ-like console balancing all the sounds as they pass from the reproducing machines, through his controls, and back to a recording machine that makes the final sound track.

Make-Up Starts the Day

Individual attention is given to each actor's make-up and hair style. To start the day off right, this is done in individual booths in which coffee is served to the actors who spend about two hours for each complete make-up and hair styling.

Generally one or two make-up artists are assigned to a picture, and they are responsible for the daily make-up of all principals and extras throughout production, seeing to it each one's face and hair are duplicated from the previous day's shooting.

A make-up artist must combine art, science and imagination in his work. He must have an eye for color, a natural feeling for contour and a basic knowledge of chemistry. Corrective make-up calls for an even more exacting technique. Here he works with the cameraman, using dark colors to absorb light and light colors to reflect light. His imagination can go to work when the plot requires a character or age make-up.

He was limited in this last facet until the development of latex make-up of the same texture as skin. This can be molded and attached to the face to fill in hollows, build out chins, noses and foreheads and thereby completely change the facial contour.

The hair stylist has benefitted by the development of the hairlace wig, the foundation of which is an extremely fine mesh to which human hairs are fastened one at a time. The hairlace is so fine that with make-up, no line of demarcation between the face and hair shows.

Before the film goes into production, make-up and hair tests are made of each actor and from them these artists determine the style most flattering and fitting to the type of role each actor is to portray.

Script Supervisor Matches Scenes

Once known as a script girl, the script supervisor is always on the set of any film in production, listening, watching and making notes. If dialogue is changed, she makes the change in the script. When a scene goes before the camera, she watches the action of the actors, notes how they're dressed, what movements they make on certain lines and how they handle the props. When the scene is refilmed for close-ups or retakes, she must know instantly just where the actor was and what he was doing while he delivered each line.

This matching scene is important as scenes are seldom shot in sequence and due to her watchful eye, when the film reaches the cutter it can be assembled with no flaws in continuity.

Additionally, she has a daily routine of paper work. She lists actors and crew working on the film each day, how much footage was used, how much was ordered printed, how many pages of script were completed, number of pages still to be finished and whether the company is on, back or ahead of schedule.

Editors Are Perfectionists

Editing today involves more than the ability to wield a pair of scissors. The present-day editor must have an appreciation of theme, an instinct for dramatic effect, a sympathetic understanding for mood and a keen sense of timing.

At Gross-Krasne, an editor is assigned by the head of the department to a production about a week before shooting starts. He then studies the script, breaks it down into sequence form, knowing where every shot must go. When shooting starts, he works closely with the director and follows the action on the stages as much as his time will allow.

After the producers, director, cameraman, sound technicians and department heads have viewed each day's rushes, the editor takes them and breaks them down into individual scenes. These, being part of a predetermined sequence in most cases, are assembled in story continuity form. He runs and re-runs them in the prejection room until he has formed ideas about the selection of scenes or parts of them which he intends to use.

Again he breaks the scenes down to their individual parts and is now ready to run the film on the moviola. This process enables him to stop the action on any frame and to match the stopped action to the action of the scene to follow. Action must be so matched that scenes will progress as if shot that way.

He reviews all the work that has gone before in story, direction, acting, photography and sound, attempting to combine the

EVERY STATION, EVERY STATE...
facts by counties
see the . . .
TELECASTING YEARBOOK
USE the TELECASTING YEARBOOK!

best elements of each in a continuity that most advantageously tells the story.

During shooting, dramatic emphasis may have been placed on certain scenes or parts of scenes. The editor can heighten this emphasis by the use of close-ups, reactions, timing between lines of dialogue and other means of directing attention to the important elements of the scene.

His job is to hold the viewer's attention constantly. This he can do through timing —one of the vital intangibles of editing.

Salesmen Trek to Purchasing

The purchasing department sees to the functioning of the studio by supplying the right amount at the right time to the right place at the right price. Salesmen find their way to its offices, representing concerns dealing in every item within human thought. Name it, have it approved and it is bought, if available.

Ordering and purchasing is a simple process. A requisition, approved and signed by the department head, is the source of all orders placed by the purchasing department. Made out in triplicate, copies go to the department requesting the purchase, purchasing department and accounting. The last is attached to a copy of the purchase order.

A report of daily purchases is made. This is broken down into a report of production charges; so, purchases made for a specific production are known immediately.

Publicity Gets Around

Our publicity department is a press and public relations bureau dealing with the news associations, picture services, newspapers, magazines and the trade press of the television world. In Hollywood these are represented today by approximately 450 accredited correspondents.

The publicist is the Johnny-on-the-spot liaison between studio and press. He must know what news is and how to relay it to the public. He must know all about our series, its production and people.

Among his duties, he arranges interviews, conducts correspondents on visits to the sets and seeks to anticipate with constructive suggestions the needs of the accredited press. While keeping in touch with gossip channels, he remains aware that much of the Hollywood news is substantial and informative.

In addition to supplying the needs of network representatives, press association correspondents, local and national trade paper writers and the downtown press, he sends out carefully prepared feature stories, biographies and photographs to out-of-town newspapers.

Exploitation and special events makes up another phase, which handles and clears guest appearances by the actors and creates national and local merchandising campaigns to help sell the sponsor's products.

The publicity art department sees to it that newspicture syndicates and others receive portraits, cover art in color, news photos, production still shots and fashion stills after they are planned and executed.

Attending to the fan mail and routine requests are among the department's public relations responsibilities, as are the letters that require special consideration or research.

Thus, our publicity department fulfills its mission by stimulating and capturing interest, while timing each effort to coincide with any campaign planned by the sponsor of the network.

Distribution Is Intricate

Because McCann-Erickson Inc., the agency representing Lever Bros., maintains personnel on the lot, United Television Programs' job of distributing *Big Town* is a very pleasant and smooth operation.

The agency employs an outside lab to insert the commercials for the national showing of the series first. When these films have been telecast, they are collected and sent back to the lab where the commercials are removed and blank leader film is inserted to mark the spot where subsequent commercials are to be injected. UTP's shipping department receives the 16mm prints and reports their arrival to the booking department.

The series is sold frequently in non-Lever markets under the title of *Big Town* and as *Heart of the City* in markets where it first ran under the former title. Thus, we receive main titles and fade outs featuring the title *Heart of the City*.

After contracts are made and the booking schedule set up, play date confirmations are sent to the stations. This last contains the shipping date, the actual play date and the return date. Each individual print is booked sometimes many months in advance which gives the shipping department time to check the prints for quality and switch the main titles when necessary.

Films, as a rule, are sent to a station approximately 10 days to two weeks in advance of the play date. However, some advertising agencies like to have a preview of the films in their offices and so it becomes necessary to ship the films twice. Stations, as a whole, return their films directly to UTP, except in cases of Lever Bros. initial telecast of each film.

Sponsor's Interests Are Protected

The agency representative, headquartered on the lot, oversees Lever Bros. interests from the first word of a story to the last sprocket hole of a film.

He helps indoctrinate new writers in order to maintain the consistency of the characters in *Big Town*. To incorporate changes suggested by the client or agency, he works with the writer, producer and director. And, in matters of censorship, he deals with the network and makes the necessary changes or deletions.

Before and during production he works closely with the producers and keeps in direct contact with the property department, so that, whenever possible, client products may be displayed on the set. After his daily viewing of the rushes, often there are adjustments to be taken up with the technical departments.

Always watchful of his client's interests, he sits in with the producers during editing and dubbing sessions.

After receiving the commercials from the sponsor's various participating products, he integrates them into each program. Since commercials are made by different producers, it is necessary to re-record all sound tracks to match the characteristics of the show proper.

Once he is satisfied the answer print is top quality, he okays the making of a fine grain and a reduction 16mm dupe from which the delayed broadcast prints are made. The prints are then checked as to proper quality and that the right commercials are in the right place.

He keeps a day-by-day progress report of production, issuing a summary progress report to the client every two weeks. Additionally, he determines the order of release and makes up a schedule for the network and all departments.

Besides arranging for the delivery of prints to CBS and the shipping of all 16mm prints which are used for spot bookings, he makes certain that after the first run, all commercials are cut out and the prints turned over to UTP.

Copyright data, including a synopsis of each story and information relating to the authors, is prepared by him and together with prints are submitted to his home office to be processed for copyright.

By working hand in hand with the publicity departments of the client, network and producer, he not only publicizes *Big Town*, but exploits and promotes the client's products wherever possible.

Thus, is it through the integration of these multiple units that we at Gross-Krasne go about our business of making films specially for television. That which happens in front of the camera comes across to the home viewers through the skill and proficiency of the artists and technicians behind the cameras.

Another APS exclusive

TV FILM LIBRARY SERVICE

The only complete film library of its kind available anywhere—comprised of the internationally famous Encyclopaedia Britannica Films.

Film Library Plan—permits you to choose any 100 or more subjects of your own choice, which you may program in any way you see fit for a full year at a single low unit rate—in most cases, less than $4.00 a month per title. Unrestricted use includes:

Unlimited repeat rights

Clip & stock shot rights

Rear screen projection rights, (loops, slides, etc.)

Commercial film leader privileges

All films come complete with film guides containing scenarios and listing all pictorial footage sequences.

For TV Schools of the Air, for entertaining educational features, for commercial program packages, for dramatic film production aids, for local spots, for stand-by purposes—this unique TV Film Library Service is unexcelled.

APS "the library that pays for itself"

Associated Program Service

(A Division of Muzak Corp.)

237 West 54th St., New York 19, N. Y.

Phone: Plaza 7-7700

TV FILMS NEED MERCHANDISING

EIGHT WAYS IT CAN BE DONE

By Walter A. Scanlon

IN the past year, the necessity for merchandising a television film program has accelerated rapidly and has become of paramount importance to the sale of the program. In many instances, syndicated television program buyers buy run-of-the-mill programs with merchandising and promotional tools, in preference to programs of better quality without merchandising aids.

Merchandising has been increasing in importance for two reasons: the expansion of television and the growth of the self-service supermarkets and drug stores.

The visible impact of television is opening up new promotion channels never used in radio and adapting old ones which have long been successful in Hollywood motion picture exploitation.

An actor in radio is known only by a voice, and a listener could pass him by without ever recognizing him. In television, however, the stars are as well known as the products and brand names, and they are used to promote the programs and products in a way that was never before utilized in radio and motion picture promotion.

In the motion picture industry, building a star name was very expensive and sometimes took years to develop. Through the medium of television, stars can be developed within a few months, and at a very low cost. In the past year, CBS Television Film Sales used full scale exploitation techniques to build new television stars and assist local sponsors in merchandising their products. Jack Mahoney, an obscure motion picture stunt man, was developed into a national tv star within a few months by the use of all the merchandising and exploitation techniques that national advertisers and major motion picture companies use in building their products and stars.

Building Mr. Mahoney, selling the sponsors' products and identification was a three-way job, which, through a well developed campaign, established Mahoney as a star and his *Range Rider* program as a top flight television western show, increased sales of sponsors' products and built good will and identification of the sponsors' names. A very successful 20-day cross-country personal appearance tour by Mr. Mahoney, tying in with direct mail, point-of-purchase promotion, displays and Range Rider comic books, merchandised Mr. Mahoney, the *Range Rider* show, the sponsors' products and sponsors' identification in department stores, supermarkets, recreation parks, parades, hospitals, schools, orphanages, radio and television shows, and press conferences.

When salesmen first offered the *Range Rider* to sponsors, they were asked, "Who is the Range Rider?" After the tour, Mr. Mahoney had appeared before 500,000 Range Rider fans, made friends with sponsors, their sales staffs and advertising agencies in New York and Chicago; and everyone knew the *Range Rider* show and liked the star, Jack Mahoney.

Don Haggerty, the star and private eye of *The Files of Jeffrey Jones*, was another CBS-developed personality with similar success. Through appearances in supermarkets and dealers' stores, backed up with his appearing in tv commercials, displays, billboards, car cards, premiums, gimmicks and fan club magazines, Mr. Haggerty was developed, like Mr. Mahoney, into a star within a few months, and his program, *The Files of Jeffrey Jones*, soared into top ratings in most of the markets in which it appears.

The star system in motion pictures and advertising has never been replaced, and today we find more and more big-name stars going into television. Gene Autry's name and picture appear on billboards, window and interior displays, valances, window stickers and end seals on bread wrappers; on gimmicks, contests, premiums; in motion pictures, television, rodeos and personal appearance tours. His voice is heard by millions on radio programs and Columbia records. His garments, gun holsters, guns, and other retail merchandising material appear in department stores, candy stores, toy stores, etc., and give Gene a complete community saturation campaign on a year-round basis.

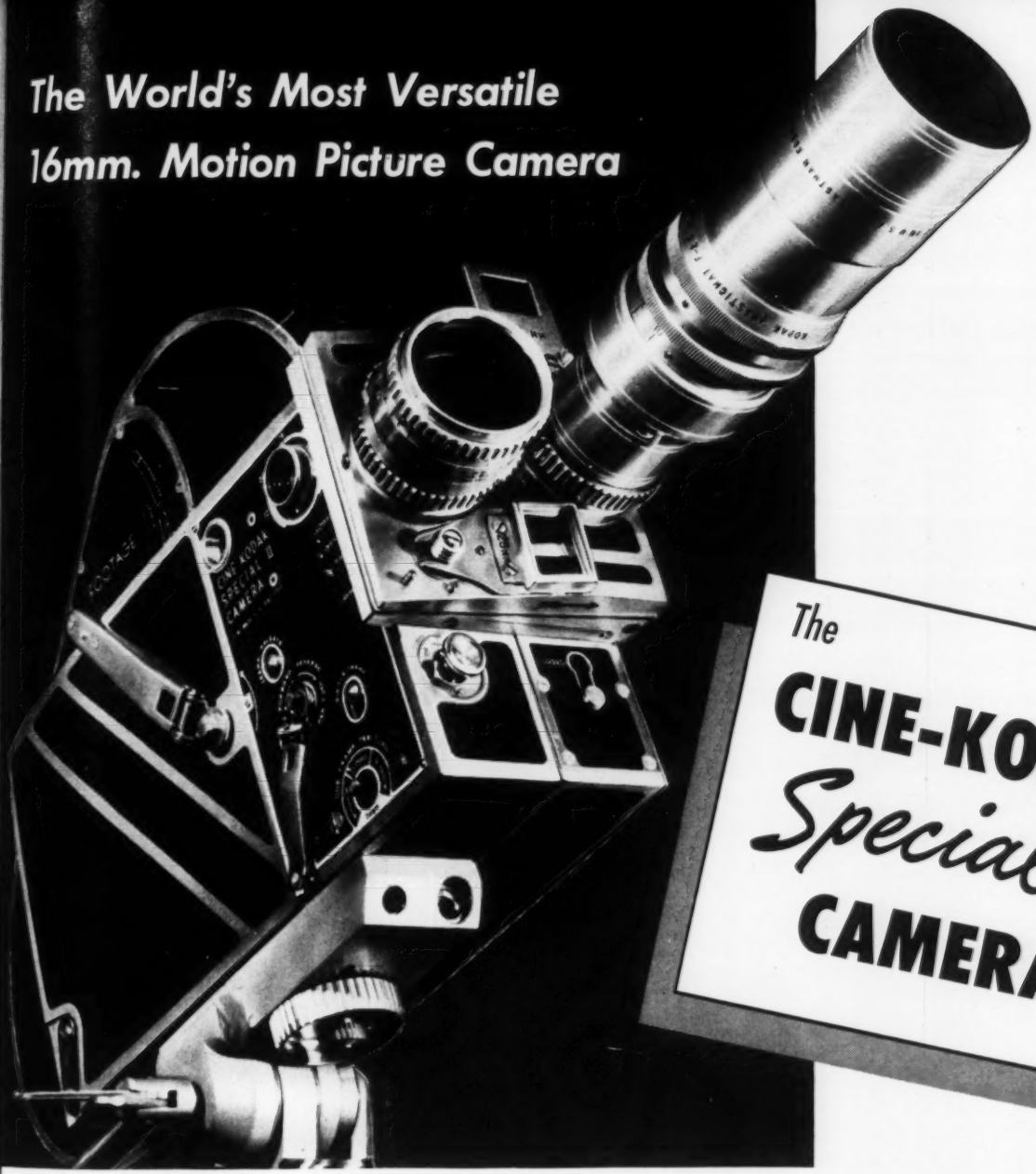
There are eight ways to merchandise a television film program.

1. PERSONAL APPEARANCES: Following

Star and product go together on this 24-sheet poster.

Mr. Scanlon is merchandising and promotion manager for CBS Television Film Sales.

The World's Most Versatile 16mm. Motion Picture Camera



The CINE-KODAK *Special II* CAMERA

You know how much television demands of a movie camera. The 16mm. Cine-Kodak Special II Camera gives you that versatility —coupled with precision craftsmanship and professional features to meet such a variety of requirements. As proved in America's TV stations, this easily portable 16mm. camera gives you everything you need, inside the studios as well as outside.

✓*Check* THESE IMPORTANT FEATURES

- *True* reflex finder for easy, accurate focusing and framing through the lens. No rack-over. Scenes are sharp . . . always.
- Variable shutter gives you full control of exposure and depth of field.
- Accepts either single- or double-perforated film.
- Additional and readily interchangeable film chambers are available in 100- and 200-foot sizes.
- Fades, dissolves, mask shots, double and multiple exposures, montages, stop-motion —all are built-in effects of this super-versatile camera.
- Clear, crisp movies . . . even under difficult light conditions . . . are obtainable with Kodak's series of superb rare-element Ektar lenses, one of which comes with the basic twin-turret camera.

Let your Kodak dealer show you all the features the "Special II" offers . . . or mail the coupon below for free descriptive booklet.

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.

Please send me more information about the Cine-Kodak Special II Camera. 10-82

NAME_____ POSITION_____

COMPANY_____

STREET_____

CITY_____ (ZONE)

STATE_____

Kodak
TRADE-MARK

TV Commercials

produced with a practiced eye to bag

the Southwest

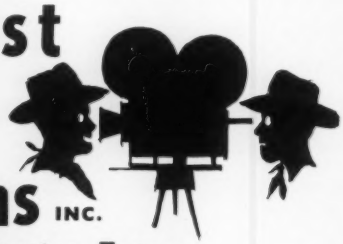
market!

Complete facilities!
Fast Service!

Advertisers and agencies have found our viewpoint of the Southwest market invaluable in the production of their TV films. We offer the finest production and laboratory equipment, skilled craftsmen, and spacious new studios. Audition prints sent upon request, without obligation.

The Biggest in the South!

Southwest *Film* Productions INC.



5301 Post Oak Rd. - Houston, Texas
Mailing Address: P. O. Box 56, Bellaire, Tex.

COMPLETE FILM SERVICE FROM SCRIPT TO SCREEN!

SOME OF OUR RECENT CUSTOMERS:

Admiration Coffee	Lone Star Beer
Diamond Alkali	Napko Paints (Tux)
Dr. Pepper	O. J.'s Beauty Lotion
Fairmaid Bread	Rheem Water Heaters
Grand Prize Beer	Rubberfoam Mattresses
Humble Oil (Esso)	Southwestern Bell Tel

24-Hour Laboratory Service for TV Stations throughout the Southwest

are suggestions on organizing a star's personal appearance.

Focal Points: Stage a star's personal appearance in a department store, a supermarket, a motion picture theatre, a ball park or recreation park, schools, hospitals, or tv station.

Newspaper Advertising: Place a star's personal appearance announcement ads in your local newspapers preceding it. Use a series of small follow-up ads. Send editorial publicity to the newspapers, consisting of advance releases.

Radio Campaign: Begin seven days prior to the star's personal appearance; consisting of one minute and half-minute spots, several times a day.

Television Campaign: Similar to radio campaign.

Direct Mail: Extend invitations to women's clubs, schools, church groups, hospitals, governor, mayor and prominent citizens.

Windows: Suggest that department stores and other stores handling the star's products cooperate by displaying the star's products in their windows at least a week before the personal appearance, and a week after the appearance.

Point-of-Sale: Special displays should be coordinated throughout the town to get the benefit of the star's stimulating personal appearance.

2. DISPLAYS: Window and interior:

Point-of-purchase is a powerful sales medium. It has won recognition from thousands of alert advertising men who know the power of impulse buying . . . and the value of backing up their advertising dollars in magazines, newspapers, radio, television and on outdoor panels by using this material.

When point-of-purchase displays are set up throughout the stores, it synchronizes showmanship by identifying the product and the sponsor with the star, and assists in building long-range prestige.

Point-of-purchase advertising is a medium where small budgets compete on fairly even terms with bigger ones. Each advertiser determines his own circulation by buying only the quantity he desires or needs to cover and cultivate the markets in which he has distribution.

Point-of-purchase displays offer specific results to the dealers, because they act as assistant salesmen and sell more products.

Dealers react more favorably to displays that incorporate sound merchandising ideas which stimulate sales. Most ideas of this calibre emerge from studies made of products which dealers and consumers react to at the same level.

3. DIRECT MAIL: Direct mail is a very effective medium by which 10 to 25% of the total mailing list may result in sales, from a well planned campaign using mailing lists of potential customers.

To build audiences for shows, the following is suggested:

Send letters welcoming new residents and home owners, or people recently moved to their new homes, as they are potential customers.

Send postcards with the photograph of a television station, factory, store, products, etc., requesting people to tune in to your television show.

Send letters, postcards and promotional

pieces to churches, clubs, radio stations, hotels, motor courts and theatres, inviting them to tie-in with your television show.

Organize new clubs. Issue membership cards and other material to assist you.

4. STATION PROGRAM PROMOTION: Stations use the following material to promote television programs: Telops, trailers, slides, publicity releases, biographies, program synopses, audience teaser spots, announcements, feature stories, tie-in material, program announcement copy, photographs of stars and shows, and copy and letters to dealers.

5. NEWSPAPERS: Publicity material and newspaper mats to advertise the sponsor's identification with the star of the show and the name of the program, are used quite extensively.

6. MAGAZINES: Fan magazines carry feature lay-outs of syndicated television stars' home life to build fans and audiences.

7. RADIO: Sponsors also use radio spots and plugs to attract attention and build audiences for their television shows.

8. MOTION PICTURE THEATRE ADVERTISING: Spot movie ads can be run in local theatres to promote the star, show and sponsors' identification, as well as the product.

Television merchandising attracts customers because it builds up a desire for the particular brand in the minds of the dealers' customers.

It will increase sales because customers are attracted to the stores that handle the merchandised products.

Television shows and stars are consistently merchandised in magazines, newspapers, television, radio and personal appearance tours. This results in an ever increasing number of consumers who want the star's merchandised products. Naturally, it is much easier for a store to sell the star's known products than an unknown one, even at a higher price.

A well organized merchandising campaign, integrating all phases of promotion and exploitation, will assist sponsors in building a merchandising path, not only to the consumer's door, but right into his living room. It will follow him everywhere, constantly reminding him of the sponsors' product right up to the point-of-purchase and the ultimate sale.

All television programs purchased by sponsors should use every type of merchandising aid adaptable to the local level.

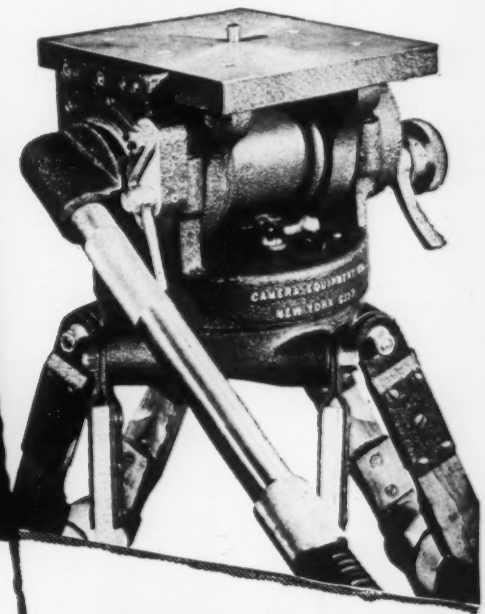
For example: A sponsor buys a high tele-rated show with an established audience of the family right in the living room for his sales message . . . 100% eye and ear attention.

Then the sponsor follows through by merchandising the show, through the coordination of syndicated or tailor-made advertising—sales promotion displays and literature, premiums and gimmicks, public relations techniques, publicity releases, exploitation and personal appearances, and planned distribution of the advertised products to make them available to the greatest number of consumers in his markets, in the right season, in adequate quantities, and at a price he can afford to pay. In other words, a community saturation campaign, with the star selling the consumer from his living room right into the store to buy.

MILEAGE FROM FOOTAGE

HAMILTON Watch Co. believes that when you've got a good thing you keep it. Five years ago the company, through its agency, BBDO, had Screen Gems Inc. produce two five-minute film commercials, "To Jim" and "To Peggy," for Christmas selling. The films were placed on tv in the Christmas seasons of 1949, 1950 and 1951, and last week it was announced that, after a one-year hiatus and with some revision, they'll be used again this year. Two minutes and 20 seconds of the original footage have been retained and a minute of new material added.

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.

We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating.

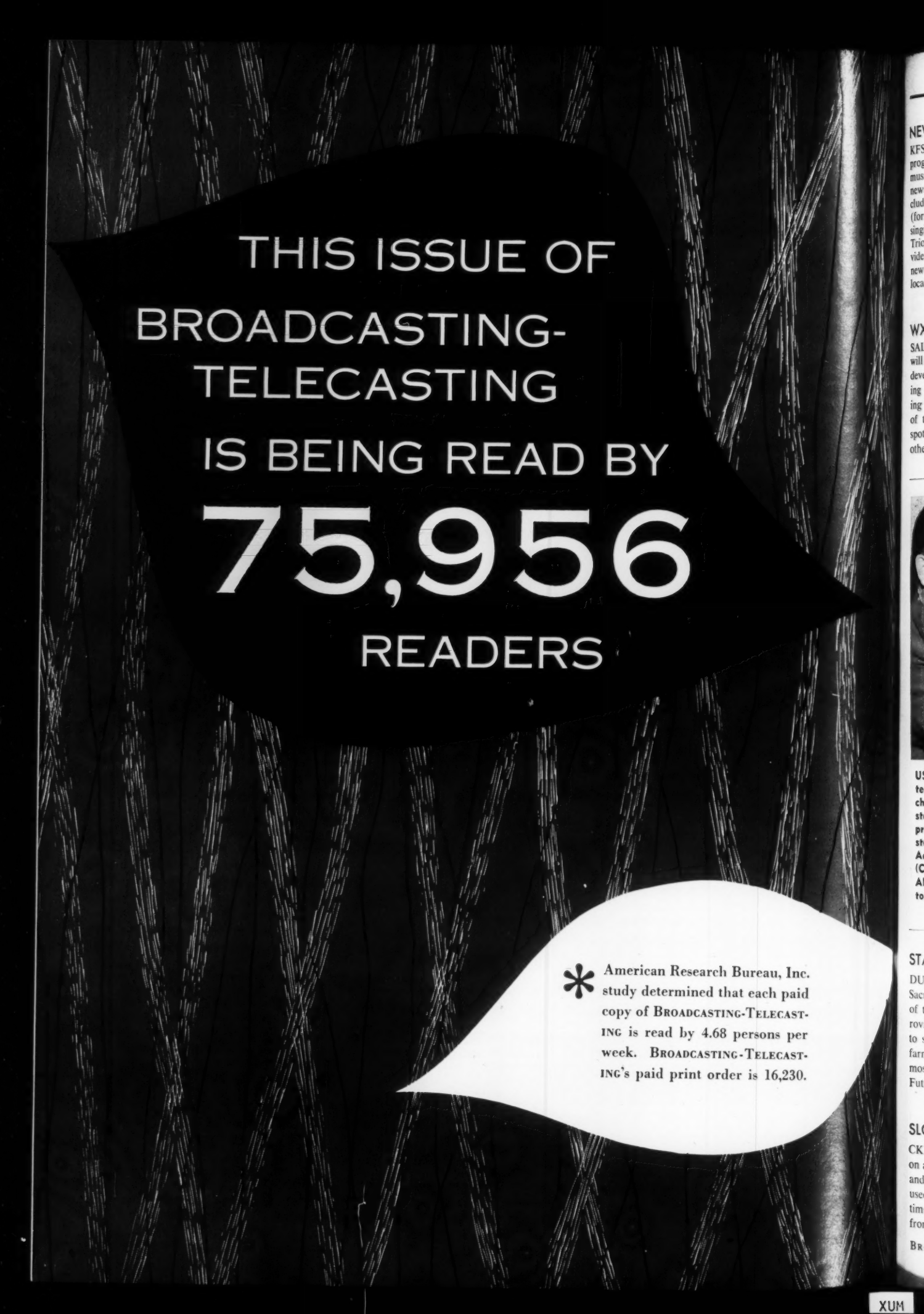
WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

IF YOU WORK WITH FILM . . . It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.


THIS ISSUE OF
BROADCASTING-
TELECASTING
IS BEING READ BY
75,956
READERS
* American Research Bureau, Inc. study determined that each paid copy of BROADCASTING-TELECASTING is read by 4.68 persons per week. BROADCASTING-TELECASTING's paid print order is 16,230.

NEW MUSICAL VARIETY SHOW

KFSD-TV San Diego's new musical variety program, seen Mon.-Fri., 2-3 p.m., features music, comedy, household hints, and local news. Directed by Jim Landis, the show includes such stars as songster Jack Leonard (formerly with Tommy Dorsey's orchestra), singing star Betty Carr and the Yachtsmen Trio. Mitzi Steiner and Winter Horton provide the comedy. The station reports that the new program, titled *Studio Ten*, is the first local production of such scope in San Diego.

WXYZ SALESMEN CARRY RADIOS

SALESMEN at WXYZ Detroit in the future will carry pocket-size portable radios, recently developed by Emerson Radio Co., when visiting clients and prospective clients. When calling on a client the salesman can make use of the small radio by turning on the client's spot, or in the case of a prospective client, other spots which the station promotes.

USING map, John Disbrow, supervisor of technical operations for WTAM Cleveland, checks lines to be cleared for the 20 station network of the Cleveland Browns, professional football team. WTAM is key station for the hook-up covering five states. Advertiser is Brewing Corp. of America (Carling's Black Label Beer and Red Cap Ale). The brewery also is sponsoring out-of-town telecasts of Browns' contest on WXEL (TV) Cleveland [B•T, Aug. 17].

STATE FAIR COVERED

DURING the California State Fair, KCCC-TV Sacramento's roving cameraman took pictures of the crowds and displays as did the station's roving wagon. In addition, a contest was held to select a Miss Tv of '53, the most telegenic farm family, most telegenic city family and most representative boy and girl of 4-H and Future Farmers of America.

SLOGANS ON ENVELOPES

CKXL Calgary, Alberta, has started advertising on all its mail, using rubber stamps with slogans and rhymes on the envelope flap. Messages used to date include "Rain or shine, its radio time, CKXL Calgary," and "A cheerful earful from CKXL Calgary."

WISCONSIN PLOWING CONTEST

WRFW Eau Claire, Wis., in cooperation with WCCO Minneapolis covered the National Plowing Contest at Augusta, Wis., which, in addition to the contest itself, included a Queen of the Furrow Contest, Plowmen's Banquet, speech by Everett Mitchell of NBC's *National Farm and Home Hour* and a speech by Secretary of Agriculture Ezra Taft Benson. WRFW reports that other stations covering the Plowing Contest were: KMA Shenandoah, Iowa; WIBC Indianapolis; WGN Chicago, and WEAU Eau Claire, Wis.

KFH 'WELCOME TO WICHITA' SIGN

KFH Wichita has installed a 10- by 30-ft. reflectorized billboard on each of the four major highways leading to the city. The signs read: "Welcome to Wichita and KFH, home of the oldest broadcasting station in Kansas, established May 26, 1922. CBS for the Great Southwest."

DENNIS DAY CONTEST

A CONTEST with a prize of $5,000 will be launched on the RCA Victor show starring Dennis Day (NBC-TV, Mon., 9-9:30 p.m. EST) on October 19 as a means of encouraging alertness in viewing. To enter the program, a viewer must send a card with his name, address and telephone number to the program. Each week one post card will be drawn and the sender will win the prize if he can answer correctly a question centering around the programming for that evening.

Murder Trial 'Scoop'

WGAR claimed a scoop in Cleveland's Schinagle murder trial when reporter Will Henderson tape recorded an exclusive interview with County Prosecutor Harold D. Roth and defense attorney R. H. Stenberry. On premise that radio stations are entitled to same coverage as newspapers, Henderson recorded the pretrial competing statements for exclusive use on WGAR's 6 p.m. news conducted by Charles Day for Shell Oil Co.

ABC 'CELEBRITY TABLE'

ABC has premiered a new hour-length program entitled *Celebrity Table* with each quarter originating from a different night club or hotel in Hollywood, Chicago, Miami and New York. The program will feature interviews with outstanding personalities in the industrial, entertainment, political, and sports fields, the network reports.

WIP SCHOOL ROOM SERIES

WIP Philadelphia marked the tenth year it has presented its *Radio School Room* program. Sponsored by the Philadelphia Savings Fund Society, the series is aired Mon.-Fri., 9:54-10 a.m. and is prepared by the Radio-Television Division of the Board of Public Education and members of the Radio Television Council of the Arch Diocesan School. Teacher manuals have been prepared to aid in the utilization of

Bulletin To: **Monochrome Television Engineers Who Wish To Advance in the Field of**

COLOR TV

In preparation for color television, RCA now has several excellent positions open in the design and development of:

COLOR CAMERA • TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family . . . write today to:

MR. ROBERT E. McQUISTON, *Manager*
Specialized Employment Division, Dept. B-401, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.

RCA **RADIO CORPORATION of AMERICA**

JACKSON'S
(MISSISSIPPI)
1st VHF
TELEVISION STATION
WSLI-TV

. . can deliver some 317,000 families who are living, working and BUYING in the wealthy central Mississippi market. You cannot afford to overlook this terrific sales potential.

MISSISSIPPI'S WEALTHIEST MARKET

Weed Television — National Representative

WWJ

NBC AFFILIATE IN DETROIT

Owned and Operated by THE DETROIT NEWS

NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERY CO.

WFAA-TV Goes to Fair

WFAA-TV Dallas was to move its entire studio operation to the grounds of the Texas State Fair last Saturday, and will present all its live programming there during the 16-day event.

Fair visitors will see the complete operation of the tv outlet—and an estimated 750,000 are expected to see themselves as WFAA-TV cameras are trained on them. Ninety-six hours of "see-yourself-on-tv" programming are scheduled during the fair, as well as 148 live shows.

WFAA-TV Manager Ralph W. Nimmons stated that eight weeks of preparation went into the move, but that the station will be back on the air from regular studios at 3000 Harry Hines Blvd. seven hours after the last show from the state fair studios.

the program for classroom activity. The station reports that more than 500,000 students in the public, parochial and private schools in the area hear *Radio School Room* as a part of their morning curriculum.

BISHOP SHEEN ON ABC-TV

BISHOP Fulton J. Sheen appeared on ABC-TV yesterday (Oct. 11) in a special Mission Sunday program entitled *Mission to the World* (7:30-8 p.m. EST). In the special telecast, Bishop Sheen, who will return to his regular tv program over DuMont Television Network tomorrow (Tuesday), pointed out the meaning of Mission Sunday as he solicited prayers and funds for support of Catholic missions throughout the world.

'ADVENTURES OF BLINKEY'

WGN-TV Chicago recently premiered *The Adventures of Blinkey*, Saturday, 10-10:15 a.m. CST, a children's program about a boy who, by a twist of a magic ring or sprinkling of magic powder, becomes a marionette in a land of fantasy. Peopling this amazing land are such characters as Bookworm, a pedantic professor; Gargoyle, superintendent of the Might Mixed-up Forest; What-Not-Tree, and Foggy, the Bull Frog Drummond. The program is sponsored by the Seven-Up Bottling Co. of Chicago. Guenther-Bradford & Co. is the agency.

'WIN A PUP' CONTEST

CANADA DRY Ginger Ale Inc. (soft drinks) is launching a repeat performance of its "Win a Pup" campaign, in radio-tv spot and regional shows starting Tuesday. The contest is incorporated in the commercials of the *Terry and the Pirates* show in 27 markets, and also will run on radio and tv spot announcements in approximately 20 markets. Agency is J. M. Mathes Inc., N. Y.

TV SHOWING SLATED FOR FAIR

HIGH-LIGHT of the Savannah, Ga., Coastal Empire Fair, Nov. 2-9, will be the first local public demonstration of tv transmission. Space leased by WTOC-TV there will be used for display of television equipment which subsequently will be put into service at the tv station. A studio camera will be installed so that activities at the fair can be viewed on receivers in the WTOC-TV sections.

KTVQ HOST TO AGENCY MEN

KTVQ (TV) Oklahoma City, new ch. 25 outlet, played host to the city's advertising agency executives at a dinner held at the Oklahoma Club. The station reports that programming was scheduled to begin yesterday (Sunday). John Esau is president of KTVQ and Harry Abbott is station manager.

WHLM COVERS FIRE

ON THE final day of the Bloomsburg, Pa., Fair a fire broke out within 200 feet of the booth occupied by WHLM Bloomsburg. Station personnel were on the scene in a matter of seconds, giving first-hand account of the fire which burned five buildings with an estimated loss of $30,000, the station reports. Added to live descriptions by newscasters Ray Calbrese and Ted Jones was a tape recording made from atop a ferris wheel on the grounds. The station also summoned several fire companies to the scene.

WDLP COVERS HURRICANE

WDLP Panama City, Fla., reports that the station remained on the air all night Sept. 26 to bring listeners reports of Hurricane Florence as it headed from the Gulf of Mexico toward Panama City. By means of long distance telephone calls and through messages intercepted from highway patrol cars along the Gulf beach, WDLP transmitted news accounts of how other communities were faring as the hurricane headed their way. Tape recorders were set up in a number of Red Cross evacua-

WNEW Takes a Swing

WNEW New York, one of the nation's top radio independents and never afraid to step on toes, now is taking out after television.

Last week the radio station announced an on-the-air promotion campaign which points up its music programming and at the same time strikes out against what WNEW spokesmen call "the more satirizable tv productions."

Before each of its musical shows, WNEW carries spot announcements leading off with: "You'll never hear this on WNEW." Then comes the satire, as in the following:

VOICE: And now, friends, before we continue our story, we'd like to show you the newest kitchen aid under the sun. It's the Midget Miracle Do-All, guaranteed not to rust, bust, collect dust. It cuts, scrapes, grates, peels, chops, cleans, kneads, rolls, fruits, meats, ice, bread, herbs, and oils. Now just watch the Midget Miracle Do-All as it slices this pumpernickle into 50 different shaped slices—In New Jersey the number to call is . . .

Then the announcer interrupts: "No, you'll never hear that on WNEW, but you will hear . . ." And then follows the theme for the next WNEW musical show.

Another of the numerous take-offs, the likes of which "you'll never hear on WNEW":

VOICE: Presenting America's newest and most exciting panel show, *What Am I?* . . . Our panel has 12½ questions to determine whether our first contestant is animal, vegetable or mineral. . . .

WNEW, under the managership of Bernice Judis and said to be enjoying the highest billings in its history, plans to continue the campaign indefinitely.

LIVE ITEMS FROM OUR MORGUE

The most migratory bird in the world!

An average of 29 million Americans move every year... most of them by TRUCK!

Americans are the most restless people on the face of the earth! Millions changed their residence in the war years. U. S. census reports show that in every year since 1947 an average of 29 million* Americans have begun the year in one house and ended it in a different one!

This movement means the shifting, far or near, of millions of families, with everything they treasure—pitchers to pianos. And moving means movers, and their motor vans, the "magic carpets" from here to there, anytime.

The reasonable cost, good service, and direct delivery of motor carriers, plus the careful handling belongings will get, mean people are less tied down to one job, one spot, than ever before! The moving van is just one more symbol of the indispensable service that all the trucking industry provides every day.

*Source: Bureau of the Census, U. S. Dept. of Commerce: Current Population Reports—Series P-20.

Walter J. Carey
President
American Trucking Associations

AMERICAN TRUCKING INDUSTRY
American Trucking Associations, Washington 6, D.C.

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

wan'na buy an-island?

PROBABLY YOU DON'T!

and we really don't have an island for sale

But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.

To be Sold-- MUST BE REACHED FROM WITHIN!

WTHI your BEST BUY in Terre Haute

REPRESENTED BY BOLLING CO.

tion centers, and interviews were made with many of those who had sought shelter. Other stations in various parts of the country called WDLP for news stories of the impending hurricane.

WBAY-TV POST CARD

WBAY-TV Green Bay, Wis., is sending to listeners who write in for simple information post cards picturing the station's identification symbol. The cards are also sent to distant viewers who like some sort of verification when they pick up the station from miles away.

WJOY BIRTHDAY PARTY

TWENTY-FOUR youngsters born during the week that WJOY Burlington, Vt., first went on the air seven years ago joined in a celebration at the station recently. The party was held in a circus tent on the station's front yard and included pony rides, free wrist watches, games and a luncheon.

WNOR 'HOME SWEET HOME'

ROGER CLARK, disc jockey at WNOR Norfolk, Va., is conducting a contest in which contestants are required to write "Why there is no place like their home." The Home Furniture Co., sponsor of the disc jockey program, will send the winner and his family on an all expense-paid trip to Bermuda.

International Signal

TRANS-ATLANTIC tv, albeit inside out, is here. This has been reported by P. A. Sugg, general manager of WKY-TV Oklahoma City. The delighted Mr. Sugg said he is in receipt of a letter from one Charles W. Batley of London, who said that on Sept. 2 he picked up WKY-TV's ch. 4 signal on his tv set. To disconcert the doubters, Mr. Batley enclosed a photo of the WKY-TV identification slide as it appeared on his tv set. The only hitch was that Mr. Batley received a negative image, which was determined after a further exchange of letters to be caused by the Briton's use of an experimental set which produces a negative reception of a positive image.

WKY-TV has had a video power of 16.8 kw with a 5-bay superturnstile antenna on its 968-foot WKY radio tower, but was expecting to increase to 100 kw last Thursday, using its new 25 kw transmitter with a 6-bay superturnstile.

WKY-TV reports its signal also was picked up during the summer in Mexico City, Cuba, Ontario, Georgia, Florida, Louisiana, New York, Idaho, Montana and Pennsylvania. One Pennsylvanian received the station so frequently he wrote in for a program schedule.

WMGM's NEW PROGRAMS

WMGM New York will launch two daily, hour-long programs today (Monday), featuring veteran entertainers Blossom Seeley and Benny Fields (Mon.-Fri., 11 a.m.-12 noon and 7-8 p.m. EST). The entertainers will play popular recordings, tell stories of their days in the American theatre and comment on the contemporary scene in the entertainment world.

More Football Plans

MORE station coverage of the 1953 football season [B•T, Aug. 17, et seq.], includes the following radio-tv broadcast plans as reported last week:

KXIC Iowa City, Iowa—U. of Iowa schedule to be fed to KBUR Burlington, KROS Clinton, KWWL Waterloo, KDEQ Dubuque, KOEL Oelwein, KCHA Charles City, KGLO Mason City, KAYL Storm Lake and KFNF Shenandoah.

WMGM New York—Army (West Point) schedule for Liggett & Myers Tobacco Co. (Chesterfield cigarettes).

KVTV (TV) Sioux City, Iowa—NCAA and pro football games; a weekly digest film sponsored by Phillips Petroleum Co.; films of the preceding week's Notre Dame game for Crescent Jewelry; *Pro-Football Hi-Lites* for Schindler's Jewelry and films of the U. of Nebraska games.

WCCO Minneapolis — U. of Minnesota schedule for Twin City Ford Dealers and Bongard Creameries; *Football Preview* and *Football Review* for Twin City Federal Savings & Loan Assn.; *Football Scoreboard* for Western Fuel & Oil Co.

WBKB, 'AMERICAN' EXCHANGE

PROMOTIONAL exchange between WBKB (TV) Chicago and the *Chicago American* for at least fifty-two weeks, effective last Monday, has been announced by Sterling Quinlan, general manager of WBKB, and Stuart List, *Chicago American*. WBKB-TV will air announcements for the *Chicago American* in exchange for newspaper display space. WBKB has a similar arrangement with the *Chicago Sun Times*.

KCOH TO PROGRAM FOR NEGROES

KCOH Houston is devoting its entire programming schedule to Negro audiences, according to Robert C. Meeker, president. The office, technical and sales staff will be unchanged, but all on-the-air personnel will be Negroes, with Vernon Chambers, Negro disc jockey, as program director. KCOH was acquired last month, subject to FCC approval, by a group headed by Mr. Meeker.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

Advertisers

Don Hamilton, sales manager of Dolcin Corp., N. Y., pharmaceutical firm, appointed vice president in charge of sales.

Frank E. Ford, director of community affairs, Forest Lawn Memorial Park, Glendale, Calif., to Roberts Co., L. A., floor covering tools and equipment, as director of advertising and sales promotion.

Agencies

Marvin Corwin, account supervisor, and **Douglas Manson,** director of trade copy department, elected vice presidents of Benton & Bowles, N. Y.

Everett F. Braden, merchandising director, Foote, Cone & Belding, N. Y., elected vice president.

Jack Van Nostrand appointed executive in charge of West Coast office of Sullivan, Stauffer, Colwell & Bayles Inc., coincident with expansion of its operations there.

Barney O'Lavin, O'Lavin, Flint & Assoc., Fargo, N. D., sells interests in agency to devote full time to O'Lavin Travel Service, Sioux Falls, S. D. **Harold E. Flint,** executive vice president and general manager, becomes president, and name of firm is changed to **Harold E. Flint & Assoc.**

Alfred S. Lowrey, tv director and account executive, Syers-Pickle & Winn, Austin, Tex., adv. and public relations agency, named division manager for new branch office in Waco, Tex.

Ruth Porter, advertising department, Dallman Co., to Len Gross Advertising Agency, S. F., as assistant to Mr. Gross.

John P. Stanton, assistant sales promotion manager, Pepsi-Cola Co., N. Y., to J. M. Mathes Inc., N. Y., as associate merchandising director.

Sidney T. Hertzel promoted to radio and television business manager of Grey Adv., N. Y.

Al Gerson, production department, Davis Delaney, N. Y., to Morey, Humm & Johnstone, N. Y., as production manager of fashion division.

Gordon R. Molesworth, assistant manager of Oak Ridge operations for Atomic Energy Commission in charge of public relations, named director of Nuclear Energy Information Division of Bozell & Jacobs Inc., Chicago.

Maury Nemoy, art director, Cinema Arts Inc., Hollywood, to Hilton & Riggio, same city, as art consultant.

Elaine Schachne, Cunningham & Walsh, N. Y., to Emil Mogul Co., N. Y., as radio-tv timebuyer.

Tris Dunn, general advertising manager, Warren Northum Corp., and **Robert Diserens,** T. I. Bates & Co., N. Y., to Benton & Bowles, N. Y., as account executives.

Victor S. Collin, formerly manager of Seattle office of Montgomery & Assoc., and **Floyd O. Flint,** formerly manager of Seattle office of J. Walter Thompson Co., to Cole & Weber, Seattle advertising agency, as account executives.

Edward Kash, writer-producer for Bozell & Jacobs, to Henri, Hurst & McDonald, Chicago, as writer-producer in radio-tv department.

Robert Kennedy, public relations representative for Rep. Patrick J. Hillings (R-Calif.), to Jimmy Fritz & Assoc., Hollywood, as junior account executive and publicity-public relations representative.

Robert M. Greenlee, formerly sales representative for KERG Eugene, Ore., to Joseph R. Gerber Agency, Portland, Ore., as assistant account representative.

Charles R. Riegler appointed to public relations staff of Lewis & Gilman Inc., Philadelphia advertising agency. Mr. Riegler was formerly employed by Johnson & Johnson surgical supplies firm in New Brunswick, N. J.

Stuart Sneed to copy staff of John Falkner Arndt & Co., Phila. He was formerly with RCA, Camden, N. J.

Roy Van Hook, former senior copywriter for John Falkner Arndt & Co., Phila., to copy department of Gray & Rogers, that city.

James Sherard to Northwest Advertising Inc., Portland, Ore., in copy department.

Stations

George Gingell, station manager of WRBL-TV Columbus, Ga., appointed director of operations. **William L. (Bill) Gramer,** program director at WGBA there, to WRBL in same capacity, succeeding **Ridley Bell,** who has been named program director and film buyer for WRBL-TV.

Robert L. Sabin appointed manager of tv operations at WKNY-TV Kingston, N. Y. He was formerly program director for WKNY.

Benjamin A. Hubley, program manager of WMNB North Adams, Mass., named manager of WBTN Bennington, Vt. **Robert Van Kleeck,** WROW Albany, N. Y., named advertising representative for WBTN, and **Mark Vee** and **David MacFee** to station as announcers. **Salvatore W. Di Francesco** to WBTN as copywriter.

Whitney Richard Martin, assistant manager of WCMI Ashland, Ky., named general manager of WCMI's Huntington studios in addition to his post as assistant manager of station.

Shaun Murphy, sales manager of WTVE (TV)

Foundation Unit Named

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres; Edward J. Noble, chairman of the AB-PT Finance Committee, and Harrison K. McCann, board chairman of McCann-Erickson, are among those named to the campaign committee for 1954 Greater New York Campaign of the National Foundation for Infantile Paralysis.

BACKGROUND: Experience

Our WIOD call letters are backed by over a Quarter of a Century of solid, successful sales experience in Miami . . . Dixie's newest Key Market.

So, why not clasp hands with the Local Boys who've proved that WIOD's know-how brings them brisk results the year 'round?

Our Rep . . . your Hollingbery Man will gladly furnish any figures you need on the station or the market. Call him.

Established January 18, 1926

WIOD

James M. LeGate, *General Manager*

5,000 WATTS • 610 KC • NBC Affiliate

National Rep., George P. Hollingbery Co.

ALL OF TEXAS WATCHES

W·H·E·N

. . . and that's only a part of WHEN's coverage. There are no cowboys, but Texas, N. Y., is mighty important country to advertisers.

Only 15 counties in the whole state of Texas outspent little Texas, N. Y., and her county in 1952 — and Oswego is only one county in 26 covered by WHEN. Here's a market of 2¼ million people spending more than the national average every year — people whose buying habits are influenced by watching Channel 8. We know they watch, for we measure coverage in response as well as in millivolts. With the heaviest viewing season in history coming up, sell in the market that's tailored to your product. Ride with WHEN over the range of central New York.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N
TELEVISION
SYRACUSE

Elmira, N. Y., appointed commercial manager for KCRI-TV Cedar Rapids, Iowa.

Robert H. Wesson, commercial manager, KHQ-TV Spokane, to John Poole Broadcasting Co. as manager of ch. 53 Fresno, whose call letters are yet unassigned. **Ralph E. Smith,** technical director, KFMB-TV San Diego, to new station as chief engineer.

Mr. Wesson

Maurice Corken appointed assistant AM-FM-TV Rock manager of WHBF-Island, Ill., continuing as head of national spot and network sales. **Ted Arnold** succeeds Mr. Corken as sales manager. **Frank S. Hicks** named radio program director with **Harlan E. Ralston** assistant in charge of operations and music. **Frank Freeman** takes over radio production supervisor duties. **H. Philip Nesbitt,** formerly with WITH Baltimore, to WHBF-TV as assistant program director. **Don Wooten** named tv production supervisor of station.

Melvin (Mike) Lahr, formerly general manager of WSAR Fall River, Mass., appointed commercial manager of WERI Westerly, R. I.

Stanley L. Spero, account executive, KMPC Hollywood, promoted to local sales manager.

Lee Schulman, program director of KING-TV Seattle, named director of programming with four divisions of newly-organized program department under his supervision. **Tom Dargan** promoted to program operations manager and **Bernie Carey** promoted to production manager. Heading other two divisions are **Charles Herring,** news director, and **Bill O'Mara,** sports director.

Jerre W. Wyatt, former program manager for WBAL-TV Baltimore, named production manager at KLZ-TV Denver. **William F. Witt,** former film director at KMTV (TV) Omaha, Neb., to station in same capacity and **Kenneth C. Wilmot,** former art director at Denver Dry Goods Co. is station's new art director. Two new salesmen, **William W. Hubbell** and **J. Phillip Conway,** have been added to station's staff. New engineers are **Talmadge W. Trapp,** KFEL Denver; **Philip H. Parmelee,** KVRH Salida, Colo., and **Fred F. Everett Jr.,** Electrical Accessories Co. of Denver. Added to radio sales staff are: **Ed Hagen,** WSAU Warsaw, Wis., and **Harvey Cary,** sales manager at KRUN Lexington, Neb. New am engineers are: **Jerry N. Sager; Richard E. Hardy,** KMYR Denver; **Merlin V. Edmonds,** KVOC Casper, Wyo.; **Gordon E. Clark,** KRAL Rawlins, Wyo., and **Stanley W. Berkman.**

Dick Woollen, director of program development, KTTV (TV) Hollywood, named film director and assistant program director.

Cletis E. Peacock, *Greensboro* (N. C.) *Daily News and Record,* to WBIG Greensboro in newly-created post of local news editor.

Mark Scott, sportscaster, KFWB Hollywood, promoted to station sports director.

Amos E. Eastridge named publicity director of KMTV (TV) Omaha, Neb. He was formerly promotion manager of KOIL there.

T. M. Williams, formerly film director at KMO-TV Tacoma, Wash., to KOIN-TV Portland, Ore., in similar capacity. **Lloyd Dillon** to KOIN-TV film staff and **Herke Schreiber** to station as floor manager. **Jack Glover,** sound effects engineer at KINY Juneau, Alaska, to station's art department. Other staff appointments are: **John McGhie,** director; **Hal Tripp,** news department; **James Davidson,** announcer-director; **Pete Corvallis,** film staff; **John Keough,** film staff; **Paul Marcotte,** announcer-writer; **Robert Orth,** continuity; **Dean Borba,** announcer-director, and **Pat Gallagher,** film department.

Jack Connell, advertising manager, Admiral Corp., L. A., to KFWB Hollywood as public relations director.

Freddie Kimzey, assistant to **Leo Guild,** publicity director, KLAC-AM-TV Hollywood, promoted to publicity director.

Harmon H. Hyde, program director of WPJB Providence, appointed assistant director of public relations at Brown U., that city.

How to Get Hired

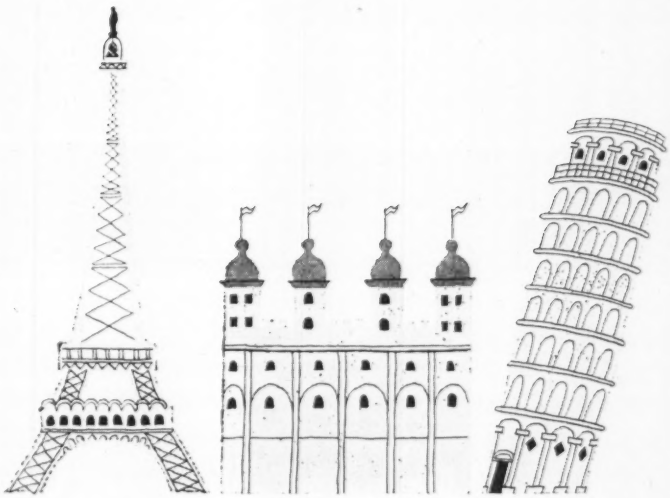
HOW to approach a network about employment was discussed by Marie McWilliams, personnel director of ABC, at the first job counselling workshop of the season held last week by the New York chapter of American Women in Radio & Television. Miss McWilliams advised applicants to send out resumes and to follow them up with personal calls to discuss with personnel directors where their capabilities and experience can best be utilized. She also recommended that those who want to change jobs keep their old ones until they have made a new connection, even though it may make job-hunting more difficult.

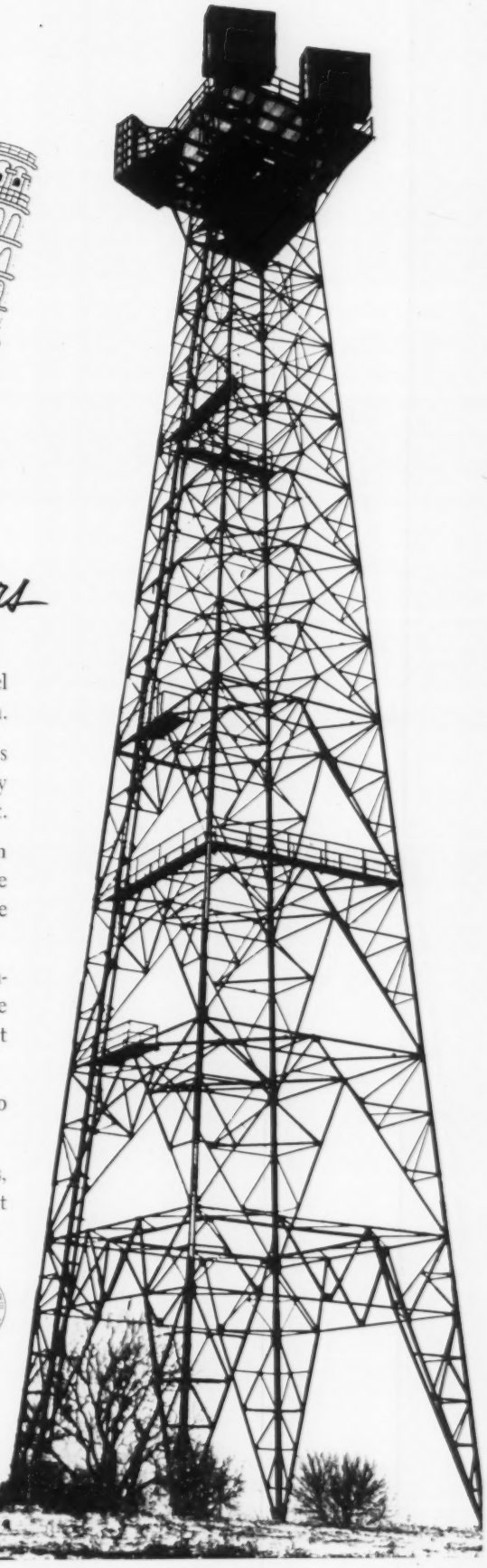
Clayton Kaufman, newswriter at WCCO Minneapolis, promoted to assistant promotion and publicity director.

Jack C. Dunhaver is new chief announcer for KENI Anchorage, Alaska.

John B. Hughes, former CBS war correspondent, to WPTZ (TV) Philadelphia where he will present *News with John B. Hughes,* Mon., Tues., Wed., Fri., 11-11:10 p.m.

Bob Smith, sports director of WKGN Knoxville, Tenn., resigns to accept post with Har-





Move over, Famous Towers

The world's most famous towers are, left to right, the Eiffel Tower, the Tower of London and the Leaning Tower of Pisa.

By now the tower-come-lately (right) may be just as familiar to you as these old landmarks. It is one of the many radio-relay towers that speed television service coast to coast.

It was in May, 1948, that the Bell Telephone System opened the first commercial TV network service using some of these towers. Its 916 miles of channels served just five eastern cities.

In only five years the network has grown to 34,000 channel miles, serving 120 cities with a potential single audience of 95,000,000 people. These facilities represent an investment of almost a hundred million dollars.

Plans for the future call for even greater investments to keep channel growth in pace with the industry's needs.

Yet the cost of the service is low. Bell System charges, for the use of its intercity television facilities, average about ten cents a mile for a half hour of program time.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR
INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW

Iem Globetrotters (professional basketball team) as announcer.

Melvin York, engineer, KSTN Stockton, to KBIG Avalon as transmitter engineer.

James C. Garrett, transmitter supervisor, KSTP-TV St. Paul, to KPIK (TV) Los Angeles in similar capacity.

Mrs. Bette Ripley, script editor for WHA Madison, Wis., resigns to accept writing post with United Nations Radio in N. Y.

Jack Stanley to KWKW Pasadena as announcer.

Jan King to KSAN San Francisco as announcer-operator on *The Rounder* after-midnight program.

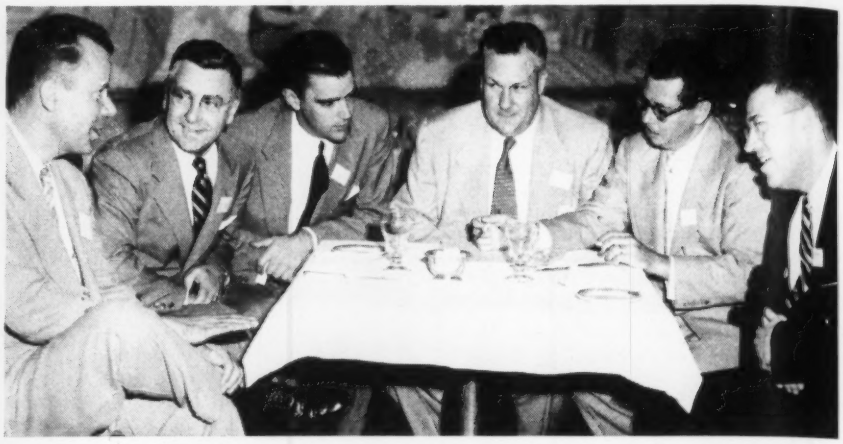
John Roberts to announcing staff of WDTV (TV) Pittsburgh.

Jim Lounsberry, announcer, m.c.-disc jockey, to WGN-AM-TV Chicago on announcing staff.

Jerry Lawrence, freelance announcer and sportscaster, and **Beverly Hay,** disc m.c., KDB Santa Barbara, to KFWB Hollywood as duo-disc m.c. team.

William H. Sylk, president of WPEN Philadelphia, named to head committee directing Republican's $100 dinner which will be held Oct. 26 at Broadwood Hotel in Philadelphia.

George F. Leydorf, vice president in charge of engineering at WJR Detroit, appointed to Michigan Civil Defense Advisory Council by Gov. G. Mennen Williams.



DuMONT Tv Network executives met with nearly 50 agency and advertiser executives to prepare DTN's fall and winter professional football schedule. L to r, Roy Sharp, DTN traffic manager; Norton Cotterill, N. W. Ayer & Son; Richard Bordeon, advertising manager, Atlantic Refining Co.; Robert Conrad, Miller Brewing Co.; Edward Ball, Mathisson & Assoc., and Robert Mortenson, N. W. Ayer & Son.

Ward Quaal, vice president of Crosley Bcstg. Corp., received citation on behalf of WLWT (TV) Cincinnati from Council of Churches of Greater Cincinnati for religious programming.

Rolland V. Tooke, general manager of WPTZ (TV) Philadelphia, received first prize award from Ohio State U. on behalf of station for its *Operation Blackboard* program "for significant contribution of enrichment to classrooms."

Carl E. George, general manager of WGAR Cleveland, received citation from chairman of Ohio's U. S. Treasury Bond drive.

Wakelin McNeel, "Ranger Mac" on WHA Madison, Wis., receives 1953 Award of Merit from National Assn. for Conservation Education & Publicity today (Monday) in recognition of his "activities in Wisconsin conservation education through his radio program and University Youth Conservation Camp."

Bob Baker, program director at KORK Las Vegas, father of boy, Robert, Sept. 30.

Byington Colvig, assistant promotion director, KNXT (TV) Hollywood, father of daughter, Oct. 4.

Bill O'Donnell (Martin), sports director of WSYR Syracuse, N. Y. (under name of Martin), father of twin girls, Colleen and Eileen.

Allan A. Buchantz, staff director, KNXT (TV) Hollywood, and Suzanne Lloyd were married Oct. 10.

Richard J. Lawrence, 52, program director at KXGI Fort Madison, Iowa, and previously program director at KDAL Duluth, Minn., died Sept. 26.

Networks

Larry Berns, producer of CBS Radio *Our Miss Brooks,* adds duties as series director. **Arthur Alsberg** to program's writing staff.

David Gray promoted to associate tv director at NBC Chicago.

John Meston, story editor on CBS Radio *Gunsmoke,* named script writer of program.

Edwin W. Conklin, day news editor, CPRN Hollywood, to ABC Western Division as assistant director of news and special events.

Lee Francis, CBS Television Film Sales, to ABC-TV Film Syndication Div. in sales promotion capacity.

Jack McCoy, co-owner of NBC-TV *Glamour Girl,* replaces **Harry Babbitt** as m.c. on program.

Gerald Mohr, motion picture player, signed by ABC to five-year contract to play title role in

HERE IS WHERE TAX DOLLARS GO

Advertisers can cash in by following tax dollars to the market place. Franklin County (Columbus, Ohio) is unique . . . *more* tax dollars are spent here than are collected. This means buying power isn't siphoned off . . . it is increased!

Large military installations, aircraft factories, defense industries and government centers use tax dollars to meet big payrolls. This money is *spent* where it is earned — in the rich, billion-dollar Central Ohio market.

Reach this market with WBNS . . . with more listeners than any other Central Ohio station . . . with the 20 top-rated (Pulse) programs heard locally. Ask John Blair for rates and ratings.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

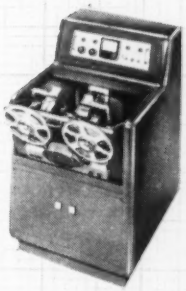
The NEW magnecord "M-80"

World's Most Versatile professional tape recorder

- Slot-loading, easiest tape handling-editing.
- Push button operation and full remote control.
- 15,000 cps at 7½ inches

Check these outstanding new features!

- ★ 30-15,000 cps, ±2 db at 15" per sec.
- ★ 50-10,000 cps, ±2 db at 7½" per sec.
- ★ 50-15,000 cps, ±4 db at 7½" per sec.
- ★ Timing accuracy ±3 sec. in 30 min.
- ★ Signal-to-noise exceeds 58 db
- ★ Flutter less than 0.1% RMS at 15 ips.
- ★ Standard NARTB playback curve
- ★ Instant dual speed selection
- ★ Microphone and bridging inputs
- ★ Full or half track operation
- ★ Case, rack, or console mounting



The new M-80 Console

Amplifier and mechanical unit inverts for servicing. No mounting screws to remove.

See and operate the brillant new Magnecord M-80 at your dealer's, Look in the classified directory under "recorders".

Magnecord INC.

225 West Ohio Street, Chicago 10, Illinois Dept. B-10

ABC radio's *Mike Malloy* mystery series (Mon.-Fri., 8:45-9 p.m. EST).

Anne Whitfield, teen-age actress on NBC Radio *One Man's Family,* assigned role in Paramount Pictures feature film, "White Christmas."

Theodore F. Koop, director of news and public affairs for CBS Radio in Washington, named to Civic Committee to receive King Paul I and Queen Frederika of Greece when they visit Washington on Oct. 28.

Jack Bailey, m.c. on MBS *Queen for a Day,* elected Honorary Mayor of Hollywood, succeeding **Barbara Britton,** co-star of CBS-AM-TV *Mr. and Mrs. North.* Charging 10¢ per vote, annual compaign is sponsored by Hollywood Kiwanis Club on behalf of underpriviledged children.

James B. Allardice, Hollywood free lance tv writer, father of daughter, Barbara, Sept. 29.

Frederic Butcher, NBC Chicago broadcast coordinator, and Lorraine Christiansen, Tony Co. secretary, were married Sept. 26.

Film

Don R. Schwab, administrative assistant, Sportsdivision Inc., Hollywood, promoted to program director, succeeding **Algernon Walker,** who resigned to produce educational and industrial films.

Hal Lansing, WGN Chicago, and **John Thorsen,** tv production department at ABC, appointed tv sales representatives for Filmack Studios, Chicago. **Hal Tate,** formerly head of his own tv production firm, appointed to tv film production staff and **Pat Collopy,** theatre sales department, promoted to slide production coordinator in tv department.

Irve Tunick, freelance radio and television documentary script writer, named story editor of Princess Pictures Inc., N. Y., production firm.

Woodbury Conkling and **Roger A. Clark Jr.** are directors of newly-formed **Studio Sixteen,** film producers for tv, Reading, Pa.

Manufacturers

E. W. Gaughan, general sales manager for tv and radio of Crosley Division of Avco Mfg. Co., Cincinnati, named general sales manager of Capehart-Farnsworth Co.'s consumer products division, Fort Wayne, Ind. **Ray C. Brewster,** former president of Dioptric Instrument Corp., Cape May, N. J., named assistant president of Capehart-Farnsworth.

Donald LeRoy, advertising and sales promotion manager of A. O. Smith Corp., Permaglass Division, Kankakee, Ill., appointed advertising manager of Raytheon Mfg. Co., Television & Radio Division, Chicago. **Paul Allen,** media department of Ruthrauff & Ryan, Chicago, named advertising coordinator for Raytheon Television & Radio Division. **Ashley A. Farrar,** manager of government contracts for Raytheon Mfg. Co.'s Equipment Div., promoted to assistant vice president.

Frank P. Barnes, sales manager for broadcast equipment, General Electric, Syracuse, N. Y., appointed to newly-formed Commercial Equipment Department as manager of marketing. Also appointed to Commercial Equipment are **C. Graydon Lloyd,** manager of engineering for broadcast equipment, as manager of engineering, and **Glenn R. Lord,** manager of Syracuse manufacturing facilities for commercial products, as manager of manufacturing.

Mr. Barnes

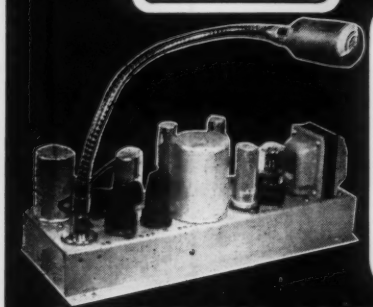
Mr. Lord

Mr. Lloyd

G. S. Perkins, manager of supply sales division of General Electric Supply Co. at Chicago, named district manager of Los Angeles office, replacing **H. G. Randolph** who transfers to Houston, Tex., as district manager.

Harry E. Allen promoted from senior engineer to government products manager of Jensen Mfg. Co., Chicago.

the GATES Announco-mote



Complete, one piece remote equipment package. Includes Salt Shaker design Dynamic microphone, Gates SA134 amplifier and plug in adjustable goose neck. No microphone cords to break or desk stand to worry about. Attach telephone line and broadcast. Ideal for sports, news or most broadcasts with single artist.

Price $135.00. For immediate delivery.

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RADIO NEWSREEL

JOHN RALEIGH (2d l), KYW Phila. newsman, was guest speaker when the Pittsburgh Ad Club held "KDKA Day" in honor of KYW's sister station. He is greeted by (l to r) Arthur Dimond, H. J. Heinz Co., v. p. of the club; Ralph Winslow, Koppers Co., ad club pres., and L. R. Rawlins, KDKA gen. mgr.

DETROIT Federation of Musicians contracts for *Fanfare,* 15-min. variety show preceding U. of Mich. grid games on WWJ Detroit. Eduard Werner (l), Federation pres., signs with Edwin K. Wheeler, WWJ gen. mgr.

SPONSORSHIP of the Pan American Road Race on CPRN is taken by Lifetime Batteries, L.A. The race will be run in Mexico for five days beginning Nov. 19. Signing are (l to r) Don Ross, CPRN; Neil Elliott, W. H. Hunt & Assoc.; Bok Reitzel, CBS Radio, and William D. Shaw, CPRN gen. mgr.

DETAILS for Penn Fruit Co.'s *Pat & Jack Show* on WPEN Phila. are examined by (l to r) William Sylk, WPEN pres.; Clarence L. Jordan, N. W. Ayer exec. v.p.; Bill Caskey, WPEN mgr., and Babe Alexander, acct. exec., Weightman Adv., which has clients on the show.

Tv Set Sales Up 22,264 In Canada for August

TV RECEIVER sales for August were up 22,264 sets in Canada for a total of 156,736 for the first eight months of the year. This exceeds the 146,373 tv sets sold in the calendar year 1952, according to Radio-Television Mfrs. Assn. of Canada.

CANADA

Factory production for the next three months is set at almost 130,000 sets and factory inventory at the end of August was 65,171 sets. Almost 70,000 sets have been sold to date in the Toronto-Hamilton-Niagara area, and about 47,000 in the Montreal area this year. In Ottawa and eastern Ontario, where the CBC Ottawa transmitter CBOT went on the air late in May, 12,548 sets have been sold for the first eight months of the year. Vancouver and area, where there is no transmitter on the air as yet, has almost 10,000 sets sold this year.

Pleas to 'Red' POWs

ABC tape recordings from mothers, relatives and friends of 23 American POWs, who reportedly have elected to remain in the hands of Korean communists, were sped by plane last week to Tokyo. The recordings were made by ABC in cooperation with the Veterans of Foreign Wars, which has offered to turn them over to the U. S. Army Far Eastern Command for subsequent delivery to the Truce Commission in Korea. An ABC spokesman stressed that it is still uncertain whether the POWs currently in neutral custody, will be permitted to receive the messages.

TOKYO

XHTV Mexico City will show the Ziv Tv *Favorite Story* under sponsorship of General Electric of Mexico by terms of what is described as one of the largest contracts ever signed in that city. At negotiations are (l to r): Seated, Monte Kleban, international manager, XHTV, and manager, O'Farrill Industries, film production and sales; H. M. Hjerpe, vice president and comptroller, GEM; W. H. Taylor, president-general manager, GEM; David Schulman, Ziv Tv Overseas Division; Ary Moll, radio-tv director, Young & Rubicam de Mexico. Standing, R. G. Parkhurst, manager, GEM electronics division; R. C. Arnett, GEM assistant advertising manager, and Carlos J. Camacho, Y&R account executive.

Television Still Distant, Says New Zealand Official

NEW ZEALAND is not likely to get television in the immediate future, it was learned Sept. 30, when a spokesman for a special committee which has been studying the possibility of television, said, "We are far from satisfied that it would be wise to enter into any firm commitments at the present time."

NEW ZEALAND

The same spokesman said members of the New Zealand government did not regard sponsored television with favor or enthusiasm, adding that "the high costs of establishing and operating a system that would give anything like sufficient coverage would inevitably divert funds from what are in the meantime more essential activities."

Second Montreal Tv Station

MONTREAL will have a second tv station on the air by year-end, according to an announcement by R. P. Landry, Canadian Broadcasting Corp. director for Quebec province. CBMT (TV) Montreal will be for English-language transmissions, while CBFT (TV), now on the air at Montreal, will have French-language programs. A new transmitter has been ordered and will be installed along with the CBFT transmitter in the transmitter house on top of Mount Royal. CBMT will use the same tower and studio facilities as CBFT.

CANADA

CARTB Toronto Office Moves

TORONTO office of the Canadian Assn. of Radio and Television Broadcasters has moved to new quarters at 373 Church St. Telephone is Empire 4-8244. Pat Freeman, CARTB sales and research director, is in charge.

CANADA

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE
You Can Get A Share of East Texas
by Appointing us Your Spokesman
KFRO "Voice of Longview" — TEXAS

a solid foundation in the world's fastest growing market! **KMPC** gives primary coverage in **205 Southern California Cities!**

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Vice-president &
General Mgr.

BRIEFING on Alaska is given Hugh Feltis (2d from l), Seattle, national representative for KTVA (TV) Anchorage, by station General Manager A. G. Hiebert (r) and local Chamber of Commerce officials. John Croul (l), manager of the Chamber, tells him that rainfall there is 14 inches yearly, less than that of Seattle, while Ralph Browne, economics expert, informs that the 75,000 population spends nearly $100 million annually. KTVA sets an "early 1954" target date.

Canadian Tv Fares Better In Competition with U. S.

SEPTEMBER report of television viewing for the three Canadian stations on the air shows an audience increase where there is competition from American border stations. The Elliott-Haynes Ltd., Toronto Telerating report shows that about a third of the audience in the Toronto-Hamilton-Niagara area now looks at CBLT Toronto, while two-thirds still favor U. S. stations. Until now the percentage has been about one-quarter viewing the Canadian station, three-quarters looking at U. S. stations.

CANADA

Preferred U. S. Shows

Most popular programs from U. S. stations in September were *Tv Playhouse* 76.1, *Ford Theatre* 70.9, *Dragnet* 70.1, *Nothing but the Best* 68, and *Tv Theatre* 64. Most popular from CBLT Toronto were *Holiday Ranch* 42 (Canadian origination), film 30.3, *Wrestling* 27.6 (from Chicago), *Playbill* 27.1 (Canadian), and film 25.4. At Montreal, most popular programs from CBFT were *Foreign Intrigue* 82.9 (U. S.), *Wrestling* 79.5 (local), *Holiday Ranch* 79.3, *Regal Theatre* 70.7 (U. S.), and *Le Roi Dagobert* (Canadian) 70.6. At CBOT Ottawa, most popular programs were *Holiday Ranch* 85.7, Ladies Champion Baseball 84.5, *Les Jeunes Annees* 84.2, film 81.6 and *Playbill* 80. (All Ottawa programs on network from Toronto or Montreal.)

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MUTUAL
LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA
Adam J. Young Jr., Inc.
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J. E. Campeau, President
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Early fall scheduling means early fall profits for advertisers who use CKLW's hard hitting, low cost coverage. Over 17,000,000 listeners in an important five state region.
CKLW covers a 17,000,000 population area in five important states!
50,000 WATTS
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Thomson Heads CP Unit Set Up For Station News

ROY H. THOMSON, president of Canadian Press, owner of CKGB Timmins, CJKL Kirkland Lake, and CFCH North Bay, all Ontario, has been elected president of the recently formed CP subsidiary, Broadcast News Ltd.

CANADA

The new company will specialize in news for Canadian radio and tv stations.

Board Membership

Its board of directors, all of whom have some connection with radio stations or newspaper-owned radio and tv stations, are in addition to Mr. Thomson: R. J. Rankin, *Halifax* (N. S.) *Chronicle-Herald* (CHNS Halifax); P. S. Fisher, Southam Co., Montreal, Que. (CJHS-FM Hamilton, Ont.); W. J. Blackburn, *London* (Ont.) *Free Press* (CFPL-AM-FM-TV London); D. B. Rogers, *Regina* (Sask.) *Leader-Post* (CKCK-AM-TV Regina); K. S. Rogers, CFCY Charlottetown, P. E. I.; Ken Soble, CHML CHCH-TV Hamilton; Paul LePage, CKCV CFCM-TV Quebec; and H. Gordon Love, CFCN Calgary, Alta.

Story of Advertising

A SERIES of programs and spot announcements is being completed to tell the story of advertising through the independent stations of the Canadian Assn. of Radio & Television Broadcasters. The series will include quarter-hour, 10-minute and 5-minute programs and spot announcements, and will be distributed in English and French to all member stations.

CANADA

International Shorts

Fremantle Overseas Radio Inc., distributors and packagers of radio and tv programs in international markets has opened branch office in Mexico City at Paseo De La Reforma 12, with **Rene Anselmo** as manager. Mr. Anselmo was previously associated with J. Walter Thompson Co. in Mexico City.

Philco International Corp. transfers sales and advertising departments from New York to Philadelphia, bringing together domestic and international sales activities.

27 EDUCATIONAL OUTLETS EXPECTED BY END OF '54, SAYS NCCET's MULLEN

First annual report to NCCET's board of directors says 27 stations 'logically will become realities in the near future.' Plans are well advanced in 86 additional communities. The report sums up NCCET's progress since its organization.

TOTAL of 27 noncommercial, educational television stations are expected to be on the air by the end of 1954, according to the first annual report of the National Citizens Committee for Educational Television [CLOSED CIRCUIT, Oct. 5]. KUHT (TV) Houston already is operating and KUSC (TV) Los Angeles is airing test patterns.

Robert R. Mullen, NCCET executive director, delivering the report Tuesday to the organization's board of directors in New York, explained that in 25 communities other than Los Angeles and Houston, "plans backed with cash and equipment are so well advanced that operating stations logically will become realities in the near future." Of the 25, he indicated, four are state network pilot stations.

The NCCET report said that in 86 addition-

TV NEWSREEL

JOINT SPONSORSHIP of *Tommy Reynolds Show* by CBS-Columbia Inc. and Wolff & Marx on KEYL-TV San Antonio is arranged by (l to r): H. Kaplan, gen. mgr., E. G. Hendrix Co., CBS-Columbia dist.; Marcus Cohen, Wolff & Marx gen. merch. mgr.; star Tommy Reynolds; C. F. MacNeal, Wolff & Marx appl. mgr.; George Storer Jr., v. p., mgn. dir., KEYL-TV; Jim Armstrong, CBS-Columbia southwest sls. mgr.

HERALDING the start of Hazel Bishop Inc.'s *This Is Your Life* on NBC-TV for the second season are (l to r) Mr. & Mrs. Raymond Spector, Raymond Spector Co., agency servicing account, and Mr. & Mrs. Ralph Edwards, program creator-m.c.

DALLAS MAYOR R. L. Thornton signs for *I Led Three Lives* for Mercantile National Bank on WFAA-TV. L to r, seated, Phil Williams, Ziv Tv; Mayor Thorton, who also is board chairman of the Mercantile National; standing, George Stevens, WFAA-TV sls. rep.; and Ray L. Miller, Mercantile National v. p.

CELEBRATING sponsorship of CBS-TV *Amos 'n' Andy* series in Los Angeles by Brown & Hadley Candy Co. of Tacoma, Wash., 350 representatives of Southern California tv and candy industries attended special preview party at CBS-Television City, Hollywood, and saw (l to r) Freeman Gosden, co-creator of series; Fred Haley, gen. mgr., B&H; James T. Aubrey Jr., gen. mgr., KNXT (TV) Hollywood, and Charles Correll, series co-creator.

"Color Television"

A special issue containing

• 15 N.T.S.C. Monographs–

The National Television Systems Committee has authorized IRE to publish its long awaited Monographs in the January 1954 special Color Television issue of "Proceedings of the I·R·E" — thus giving them industry-wide distribution for the first time in print.

• 25 additional Color TV articles–

will also appear in this issue, which brings the reader up-to-the-minute on the developments of Color Television. Copies of the first Color Television issue are still available and combined with this second Color Television issue will form a complete bibliography of major historical importance. Also included in the January issue will be a complete listing of the N.T.S.C. system specifications as submitted to the F.C.C.; and field test reports on the system's performance.

in "Proceedings of the I·R·E" January '54

Available to non-members for $3.00. Extra copies to I R E members are $1.25. All members get one copy free!

Another History Making Issue!

I R E is an organization of 33,312 member-engineers. There are no company memberships. Operating continuously since 1913, its sections meet in 78 cities. 21 specialized Professional Groups widen the scope of its member-services and 40 technical committees help the industry.

"Proceedings of the I·R·E"

Published by

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Please place orders before December 10th.

al communities educational tv plans are well advanced but no target date is set for operating.

NCCET is supported by the Ford Foundation's Fund for Adult Education.

Mr. Mullen acknowledged that the greatest progress had been made in larger communities. How to supply educational tv to small cities and rural areas continues unresolved, he explained.

Mr. Mullen recalled that following organization, NCCET's first "and overriding" problem was the attitude of the FCC. "It was abundantly clear that the FCC had only tentatively provided for educational television. Although the official language was somewhat Delphic, the plain fact was (as then Chairman Paul A. Walker reiterated up and down the land) that the educators had been given a year in which to show what they could do. The FCC reserved the right to withdraw the reservations for educational stations."

"Today," Mr. Mullen exclaimed, "FCC is no longer in a tentative mood. It is blatantly proud of its step in making educational television available. It has laid down the policy, and has supported it in its New Orleans decision [to uphold reservation of vhf ch. 8], that anybody seeking to transfer a channel must first reverse the whole philosophy behind the allocations, a high hurdle indeed. In addition, the FCC took note of the citizen and educational activity in New Orleans and said that counted heavily in protecting the channel."

Mr. Mullen said NCCET's second big problem was the attitude of commercial broadcasters. "Some would be with us, we knew from support already pledged. But we were fearful of large-scale attempts to change noncommercial channels to commercial status. The principal focus of fear in this area involved the persistent effort of Hearst Radio to take over the Milwaukee channel [vhf ch. 10]. There were indications that the FCC would not stand with us in Milwaukee, and we felt that Milwaukee was a bellwether for the nation."

No Opposition

Mr. Mullen observed that today "there is no discernible organized commercial opposition to educational television" nor is there "organized support," but commercial broadcasters have donated nearly $1.25 million worth of help to educational tv stations.

The NCCET executive noted that educational tv has received an expected "chilly" reception from state legislatures over requests for funds, but "we feel that the most significant item of progress we have made in this first year is the demonstration of the fact that it is possible . . . . to rally effective citizen help, including financial support, for educational television."

New NCCET Manual

TO AID local citizens organize for the building of a noncommercial, educational tv station, the National Citizens Committee for Educational Television has prepared an elaborate, new working manual of instruction in file-folder form. Titled "A New Vision for Television," the manual teaches interested citizen groups how to organize, publicize their efforts, raise money, design the station and estimate costs, prepare FCC applications and plan programs. History of educational tv, legal requirements of proper organization and experience of groups already organized also are given. Copy may be obtained from NCCET, Ring Bldg., Washington 6, D. C.

Siegel to Address Forum

SEYMOUR N. SIEGEL, director of municipally owned WNYC New York and past president of the National Assn. of Educational Broadcasters, will discuss "Educational Radio and Television" Oct. 20 during the 22d annual *New York Herald-Tribune* Forum. He will outline current trends in radio and tv listening and viewing habits, progress of color tv, and new programs being developed for radio and television. WNYC and WNYC-FM will broadcast the Oct. 19-20 forum in its entirety, a total of 11½ hours of air time.

WATV (TV) 'Camera' Series

TWO educational tv series will be presented on WATV (TV) Newark under the joint auspices of the station and Columbia U. One six-week series, titled *Camera on Citizenship*, will premiere this Wednesday from 9:30-10 p.m. EST. Replacing it on Nov. 18 will be another six-week series, *Camera on Our Schools*, which will be a documentary report on public schools in the New York area.

WJEJ Programs for Schools

WJEJ-AM-FM Hagerstown, Md., through its fm facility has granted Washington County schools a maximum 10 hours weekly for programs to be produced and broadcast by school personnel. Some broadcasts will be heard on am as well as fm, it was announced. Three studios and a control room have been set up at the Hagerstown High School. Program inaugurating the project will be on WJEJ-AM-FM Oct. 8 at 8:15 p.m. with officials of the U. S. Office of Education and other organizations taking part, it was announced.

WTVJ (TV) Backs Educ. Bid

WTVJ (TV) Miami has pledged its support to a drive to win approval of the noncommercial vhf ch. 2 bid of the Dade County School Board. A straw vote will be taken in the area Nov. 3 to determine if there is sufficient public support to warrant allocation of the $100,000 needed for the project. All programs on WTVJ will carry spots designed to get out the vote for the balloting.

5 Get RCA Fellowships

NAMES of five young scientists and engineers employed by RCA who have been awarded RCA fellowships for 1953-54 academic year were announced last Monday by Dr. C. B. Jolliffe, vice president and technical director of RCA. Winners are Edward G. Apgar of New Brunswick, Robert M. Hansen of Baton Rouge, Kenneth W. Robinson of Los Angeles, Harold M. Wasson of Woodbury, N. J., and George A. Olive of Princeton, N. J.

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The ever growing SESAC repertory now consists of 260 Music Publishers' Catalogs—a quarter of a million selections.

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— PERSONNEL RELATIONS —

New SWG Voting Setup Emphasizes Television

PLACING its strongest emphasis to date on television Screen Writers Guild has adopted a new policy for its annual election of officers and executive board members scheduled Nov. 17.

The new provision stipulates that three of the eight members elected to the board be from television. Voting also will be separated on first and second vice presidents, instead of the two top vote drawers being named to these posts. The latter provision is to insure election of a second vice president who is thoroughly conversant with video.

F. Hugh Herbert and Ranald MacDougall are candidates for the presidency, with Frank Nugent and Karl Tunberg for first vice president. Nominated for second vice president are David Dortort and Barry Shipman, with Leonard Spigelgass and James Webb for secretary, and Frederic Frank and Harold Greene for treasurer.

Candidates for the executive board are James Warner Bellah, Robert Blees, Helen Deutsch, Devery Freeman, George W. George, Roy Huggins, Herb Meadows, Silvia Richards, Ben Roberts, George Slavin, Albert Duffy, Curtis Kenyon, Erna Lazarus, William Lively, Milton Raison and Maurice Tombragel.

Elected to the board last November and continuing in office for another year are Adele Buffington, Morgan Cox, Warren Duff, Charles Hoffman, Beirne Lay Jr., Walter Reisch, Richard Tregaskis and James Webb.

DuMont Labs-IUEW Contract

FIRST labor contract between Allen B. DuMont Labs and Local 420 of International Union of Electrical Workers (CIO) was signed last Tuesday at a dinner at DuMont's tv receiver plant at East Paterson, N. J. Covering a two-year period, with some provisions retroactive to last March 4 and with expiration date set at March 4, 1955. The contract calls for a 10-cent hourly wage increase, retroactive to Aug. 17 and in some respects to July 4 and March 4; an additional 5-cent hourly increase effective next March 4; a $500 increase in amount of life insurance coverage provided by the company for each employe and eight paid holidays a year, among other provisions. The new agreement affects about 2,500 production and maintenance workers at DuMont Labs' five plants at East Paterson, Clifton and Passaic, N. J.

AFL Film Group Elects

HOLLYWOOD AFL Film Council Tuesday elected Carl Cooper, International vice president of IATSE, as its president. He succeeds Roy Brewer, who has joined Allied Artists as executive assistant to President Steve Broidy.

Officers re-elected are: Ralph Clare, business agent of Studio Drivers Local 399, vice president; Edwin T. Hill, treasurer; H. O'Neil Shanks, executive secretary of Screen Extras Guild, recording secretary; James Noblitt, business representative of Motion Picture Studio Grips Local 80, Pat Somerset, Screen Actors Guild, and Al Erickson, trustees.

Buck Harris, public relations representative for SAG and SEG, was appointed to similar duties for the Council.

KTRH Must Bargain—NLRB

KTRH Houston must cease alleged violations of the National Labor Relations Act by refusing to bargain with NABET technicians, according to an intermediate report and recommended order issued Oct. 9 by the NLRB. Trial Examiner Lloyd Buchanan said the station also must cease questioning employes about union affiliation or endeavoring to influence them.

— MILESTONES —

THESE are some of the officers and directors of KOA Inc., which bought KOA Denver from NBC a year ago Sept. 19. They are celebrating on that account and because KOA-TV is scheduled to go on the air Christmas Eve. They are (l to r): Richard M. Davis, treasurer; Don Searle, executive vice president-general manager; John J. Sullivan, John Crosswy and Thomas P. Campbell, directors; William Grant, president, and Ralph Radetsky, secretary.

► NBC Radio's *Eternal Light* (Sun., 12:30-1 p.m. EST) was to celebrate the start of its 10th year on the air yesterday (Sunday) with a revival broadcast of Morton Wishengrad's "The Song of Berditchev." The series is produced by NBC in cooperation with the Jewish Theological Seminary of America. Dr. Louis Finkelstein, chancellor of the Seminary, and Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC, were slated to speak briefly on yesterday's program.

► RALPH KANA, creator of the *Freddie Freihofer* children's show on WRGB (TV) Schenectady, N. Y., was honored on his 1,000 tv program with a silver platter presented by Merl Galusha, WRGB program manager. The show is sponsored weekdays by Freihofer Baking Co.

►DON LEE Broadcasting System, Hollywood, observes its 25th anniversary Dec. 13.

SEA-TAC AIRPORT
IS MIDWAY BETWEEN
SEATTLE and TACOMA
Air Entrance to
FABULOUS PUGET SOUND
(Served by KTNT-TV)

KTNT-TV is strategically located in Tacoma, the center of the Puget Sound market, for greater penetration of the entire area.

The entire city limits of Seattle, Tacoma, Olympia and Bremerton are within the Grade A contour of KTNT-TV.

KTNT-TV AREA
Quick Facts and Figures
POPULATION DISTRIBUTION

City of Seattle	37.65%
Balance of King County	21.37%
Pierce County (Including Tacoma)	22.22%
Balance of Areas West and South	18.76%
TOTAL (over 1¼ Million People)	100.00%

Fabulous Puget Sound cannot be purchased by buying one city alone.

Represented by
WEED
TELEVISION

KTNT-TV
CHANNEL 11
NOW 125,000 WATTS

CBS
BASIC

At the NARTB District Meetings

(For other District Meetings reports, see TRADE ASSNS.)

ALL-INDIANA broadcast group at District 8 (seated, l to r): C. E. Kennedy, WANE Fort Wayne; C. Bruce McConnell, WISH Indianapolis; Robert B. McConnell, WISH; Joseph M. Higgins, WTHI Terre Haute. Standing, Edward G. Thomas, WKJG Fort Wayne; Frank Crosiar, C. J. Pajakowski, WHOT South Bend; William H. Spencr, WISH.

AT INDIANAPOLIS District 8 NARTB meeting (seated, l to r): Richard M. Fairbanks, WIBC Indianapolis; Lester W. Lindow, WFDF Flint; Stanley R. Pratt, WSOO Sault Ste. Marie; Milton L. Greenebaum, WSAM Saginaw. Standing, Richard Burnett, WSOO; Edward F. Baughn, WPAG Ann Arbor; Don DeGrott, WWJ-TV Detroit; William L. Weil, WTTH Port Huron; Dan Jayne, WELL Battle Creek; John F. Wismer, WHLS Port Huron.

AMONG delegates at District 7 meeting were (seated, l to r): Chip Robertson, Ralph H. Jones Co.; Victor A. Sholis, WHAS Louisville; Kathryn Hardig, Ralph H. Jones Co.; Prewitt Lackey, WPAD Paducah; Ann Smith, Ralph H. Jones Co.; J. Porter Smith, WGRC Louisville; Mrs. John W. Betts, WFTM Maysville. Standing, Mr. Betts; Robert T. Mason, WMRN Marion; Mike Layman, WSFC Somerset; Charles Warren, WCMI Ashland; James Neuhart, WFTM; Charles Harris, WGRC.

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CINCINNATI NARTB meeting included this group (seated, l to r): Ward Quaal, WLW Cincinnati; Gene Trace, WBBW Youngstown; Mrs. Ernest Lackey, WHOP Hopkinsville; Mr. Lackey, District 7 director; standing, W. K. Brusman, WHK Cleveland; Herbert Evans, Peoples Bcstg. Co., Worthington, Ohio; Sherwood R. Gordon, WSAI Cincinnati; R. O. Runnerstrom, WLOK Lima; Vernon Nolte, WHIZ Zanesville.

Networks Aid Funds Drive

RADIO and television networks will support the 1953 campaign of the Community Chests and Council of America and the United Defense Funds with special shows and integrations by each network during October, it was announced by campaign officials last week. Additionally, sponsors on all radio and tv networks have scheduled daily messages in cooperation with the Advertising Council to be presented on newscasts, variety shows, dramatic and musical presentations and other programs throughout the day.

CKGB Editorializes

CKGB Timmins, Ont., during the last days of September and early October, urged listeners to telegraph Ontario Premier Leslie Frost to take immediate action to settle a strike of gold miners in the surrounding area. John Pollie, manager of CKGB, announced that while the station did not usually editorialize, it was felt necessary to do so at this time because of the grave situation created by the strike of 4,000 miners in the community's only industry, gold mining. A lengthy strike is expected to cause an exodus of miners.

Columbus Simulcast

A SIMULCAST by the three tv stations and six radio stations in Columbus, Ohio, began the 1953 United Appeals-Red Cross campaign for funds there, under the leadership of Jerome R. Reeves, WBNS-TV program director. The half-hour simulcast originated from WLWC (TV) studios.

WLWT (TV)'s Pre-election Service

WLWT (TV) Cincinnati is giving local citizens a chance to get acquainted with the issues and the candidates involved in the local councilman election. Through Nov. 2, both political parties, the Republicans and the Charterites, and their spokesmen, will appear on WLWT to present the issues for the viewers, according to the station.

Aids Polio Benefit

POLIO benefit dance sponsored at Central Missouri State College, Warrensburg, Mo., by the Sigma Sigma Sigma sorority in honor of its national president's son, who is a polio victim, was emceed by Earl Rodney Jones, KUDL Kansas City negro disc jockey. Mr. Jones, otherwise known as the "Mad Lad," conducts the *Harlem Hop*, daily "bop" music show on KUDL.

WAAM (TV) on Safari

WAAM (TV) Baltimore's offer to finance an African expedition to hunt animals for the Baltimore zoo [B•T, July 6] has been accepted by the city, according to Ken Carter, WAAM general manager. Arthur Watson, zoo director, will leave Jan. 15 on the 10-week expedition and will organize a safari in the Belgian Congo. The $35,000 in animals expected to be flown back to the U. S. include gorillas, chimpanzees, cheetahs and exotic and unusual small animals and snakes and possibly a leopard or baby elephant. Mr. Watson produces and appears weekly on WAAM's *This Is Your Zoo*, sponsored by Sherwood Brothers and Betholine-Sinclair Dealers.

Ad Council Safety Help

NETWORKS and local radio stations have been asked by the Advertising Council to participate in its Stop Accidents campaign by carrying safety messages during the months of October and November. Volunteer agency for the campaign is Young & Rubicam, Chicago.

KEYL (TV) Safety Warning

KEYL (TV) San Antonio has installed alternate red and green neon sign tubing, 16 feet high, on all four sides of its antenna tower to impress the public with the need to drive carefully. The neon display, which cost $5,000 and is visible for 10 miles on the Storer station's antenna tower atop the 450-foot Transit Tower, shows green on days when no traffic fatality occurs and red when there is a traffic death, according to George B. Storer Jr., KEYL managing director.

KIT Honors Ball Team

KIT Yakima, Wash., led a drive for funds to present 18 matching wrist watches to players, coaches and managers of the local Junior Legion baseball team, which won the Little World Series in Miami, Fla. After the campaign KIT had $600 left over which was presented to the local Legion post for its Junior Legion fund.

WWRL Sets GI Record

WWRL Woodside, L. I., N. Y., reported last week that the U. S. Army has notified the station that it has the distinction of broadcasting more interviews with GIs overseas than any other station in the U. S. WWRL carries a program each Tuesday at 10:30-10:45 p.m. called *A Serviceman Speaks to His Folks Back Home*. The station quoted a recent letter from Maj. Jake G. Lyons, commanding officer, Army Home Town News Center, which produces recorded interviews with servicemen, praising the station.

Spots in Six Languages

TO BOOST registration for this fall's election, WLIB New York devoted last week—registration week in New York—to that cause. The independent outlet carried a total of 10 spot announcements, or approximately $1,500 worth of air time, urging residents to register. The spots were broadcast in six languages: English, Jewish, Spanish, Polish, Hungarian and Greek.

'One Hour Till Doom'

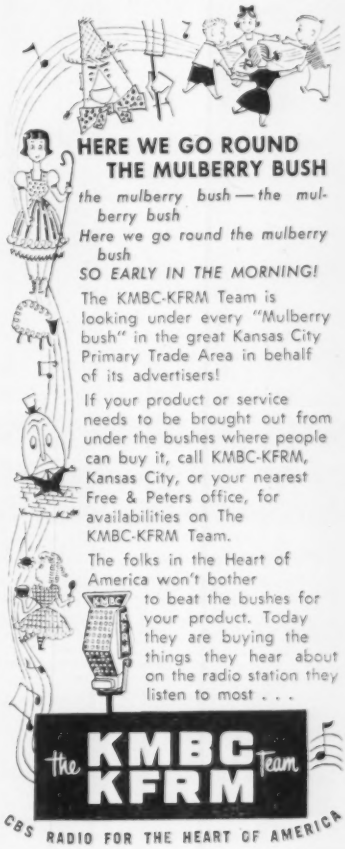
BASED on factual data disclosed when the Reds took over Warsaw and Prague, KTTV (TV) Hollywood's *Before Your Eyes*, weekly half-hour series in cooperation with the citizens and American Legion members of Temple City, Calif., has filmed "One Hour Till Doom," showing a typical Southern California community being taken over by underground Communists. In dramatic form, the program depicts citizens of the community affecting plans for taking over the suburban area as part of a master plot for an attack on Los Angeles. Series is sponsored by Hinshaw's Department Stores with Bill Burrud, executive producer, and Idabel Overlease, writer.

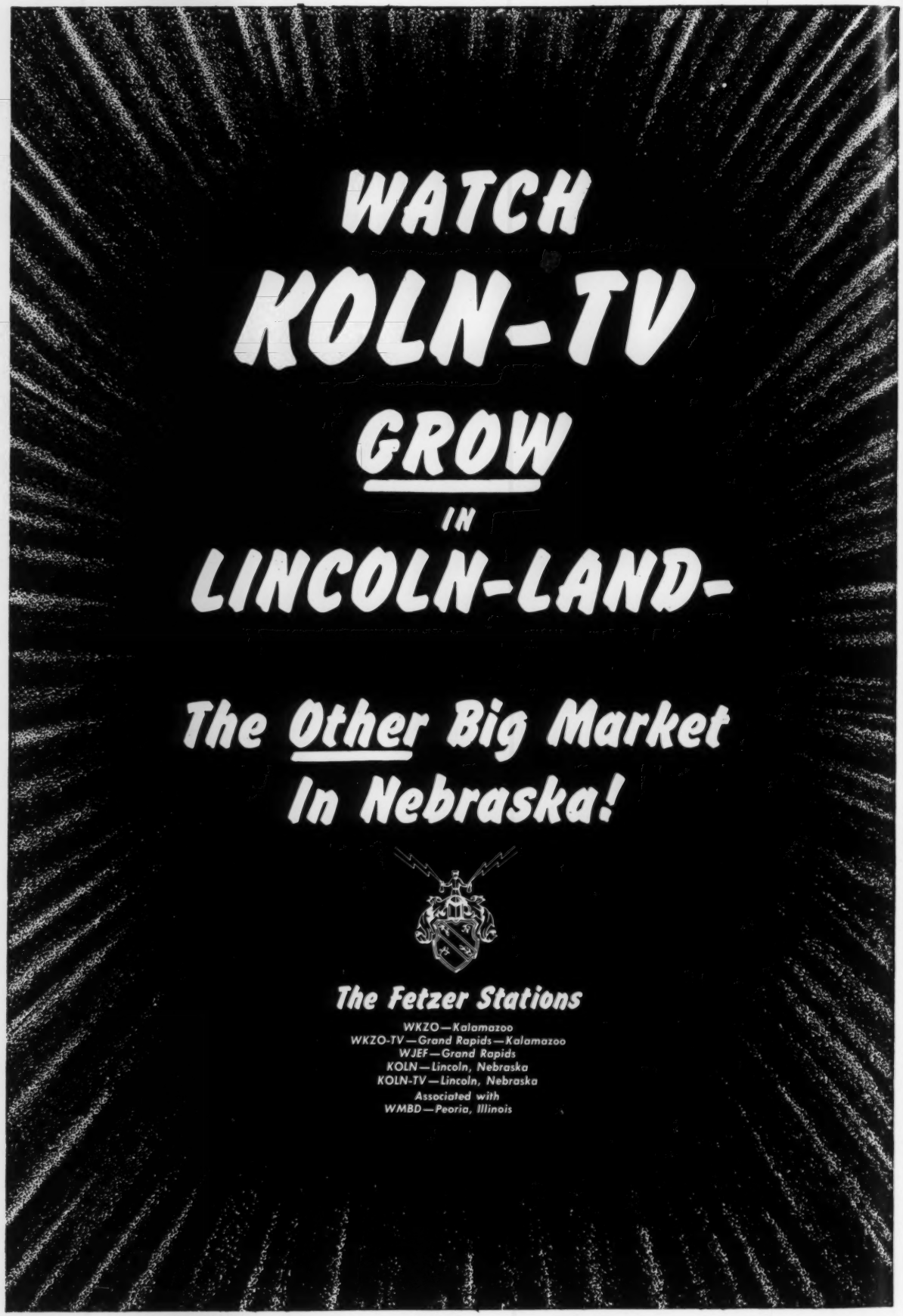
YOU GET INTO MORE MIDWEST HOMES with Lee STATIONS

kglo
MASON CITY, IOWA
1300 KC — 5000 Watts
Full Time, CBS
Affiliated with WTAD, Quincy, Illinois

WTAD
QUINCY, ILLINOIS
930 KC . . . 5000 Watts, day
. . . 1000 Watts, night, CBS
Affiliated with KGLO, Mason City, Iowa

For availabilities, write:
Walter J. Rothschild,
National Sales Manager,
Lee Stations
Represented by Weed & Company


HERE WE GO ROUND THE MULBERRY BUSH
the mulberry bush — the mulberry bush
Here we go round the mulberry bush
SO EARLY IN THE MORNING!
The KMBC-KFRM Team is looking under every "Mulberry bush" in the great Kansas City Primary Trade Area in behalf of its advertisers!
If your product or service needs to be brought out from under the bushes where people can buy it, call KMBC-KFRM, Kansas City, or your nearest Free & Peters office, for availabilities on The KMBC-KFRM Team.
The folks in the Heart of America won't bother to beat the bushes for your product. Today they are buying the things they hear about on the radio station they listen to most . . .
the KMBC KFRM Team
CBS RADIO FOR THE HEART OF AMERICA


WATCH
KOLN-TV
GROW
IN
LINCOLN-LAND-
The Other Big Market
In Nebraska!
The Fetzer Stations
WKZO—Kalamazoo
WKZO-TV—Grand Rapids—Kalamazoo
WJEF—Grand Rapids
KOLN—Lincoln, Nebraska
KOLN-TV—Lincoln, Nebraska
Associated with
WMBD—Peoria, Illinois

TELESTATUS

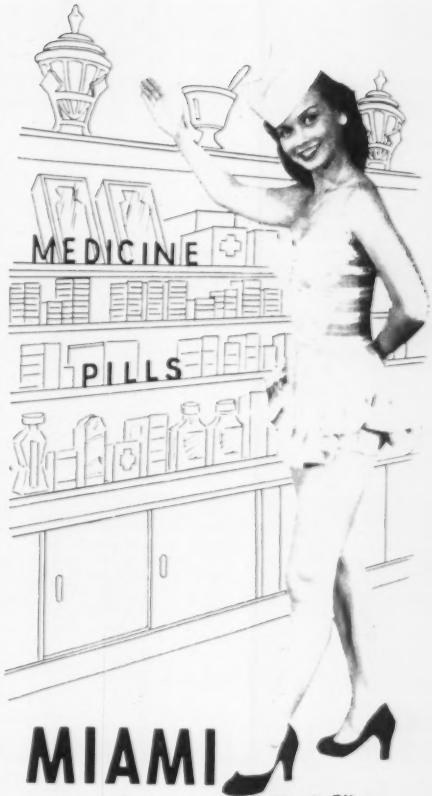
Oct. 12, 1953

TV STATIONS ON THE AIR
and Reports of Tv Sets in Their Coverage Areas—

Editor's note: Stations listed here are on the air with regular commercial programming. Each is listed in the city where it is licensed. Stations report set estimates for their coverage areas to B•T on sworn affidavits. If estimates differ among stations in same city, separate figures are shown for each. Since set estimates are from the station any question about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate.

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT (13)		
	WBRC-TV (6)	161,000	.....
Mobile	WALA-TV (10)	32,360	.....
	WKAB-TV (48)	.....	39,900
Montgomery	WCOV-TV (20)	.....	13,400
ARIZONA			
Mesa	KTYL-TV (12)	71,500	.....
Phoenix	KPHO-TV (5)	71,500	.....
Tucson	KOPO-TV (13)	14,156	.....
	KVOA-TV (4)		
ARKANSAS			
Fort Smith	KFSA-TV (22)	.....	.....
Little Rock	KRTV (17)	.....	30,000
CALIFORNIA			
Bakersfield	KERO-TV (10)	51,661	.....
	KAFY-TV (29)	.....	25,000
Chico	KHSL-TV (12)	.....	.....
Fresno	KJEO (TV) (47)	.....	.....
	KMJ-TV (24)	.....	40,458
Los Angeles	KECA-TV (7), KHJ-TV (9) KLAC-TV (13), KNBH (4), KNXT (2), KTLA (5)		
	KTTV (11)	1,652,206	.....
	KETH (28)	.....	.....
Monterey	KMBY-TV (8)	.....	.....
Sacramento	KCCC-TV (40)	.....	.....
Salinas	KSBW-TV (8)	.....	.....
San Diego	KFMB-TV (8)		
	KFSD-TV (10)	189,900	.....
San Francisco	KGO-TV (7), KPIX (5)		
San Luis Obispo	KRON-TV (4)	752,350	.....
	KVEC-TV (6)	.....	.....
Santa Barbara	KEYT (3)	371,332	.....
COLORADO			
Colorado Springs	KKTV (11)	30,253	.....
	KRDO-TV (13)	.....	.....
Denver	KBTV (9),		
	KFEL-TV (2)	158,350	.....
Pueblo	KCSJ-TV (5)	30,000	.....
	KDZA-TV (3)	35,000	.....
CONNECTICUT			
Bridgeport	WICC-TV (43)	.....	26,664
New Britain	WKNB-TV (30)	.....	80,135
New Haven	WNHC-TV (6)	635,190	.....
Waterbury	WATR-TV (53)	.....	80,000
DELAWARE			
Wilmington	WDEL-TV (12)	150,927	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV (7), WNBW (4), WTOP-TV (9),		
	WTTG (5)	467,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV (23)	.....	.....
Jacksonville	WMBR-TV (4)	137,641	.....
Miami	WTVJ (4)	193,500	.....
Pensacola	WEAR-TV (3)	.....	.....
St. Petersburg	WSUN-TV (38)	.....	39,000
West Palm Beach	WIRK-TV (21)	.....	.....
GEORGIA			
Atlanta	WAGA-TV (5), WLWA (8)		
	WSB-TV (2)	330,000	.....
Columbus	WDAK-TV (28)	.....	.....
Macon	WMAZ-TV (13)	50,000	.....
Rome	WETV (47)	.....	15,200
	WROM-TV (9)	75,500	.....
HAWAII			
Honolulu	KGMB-TV (9)	27,000	.....
	KONA (11)	34,000	.....
IDAHO			
Boise	KIDO-TV (7)	8,200	.....
ILLINOIS			
Belleville	WTVI (54)	.....	127,000
Chicago	WBBM-TV (2), WBKB (7), WGN-TV (9),		
	WNBQ (5)	1,575,000	.....
Decatur	WTVP (17)	.....	66,300
Peoria	WEEK-TV (43)	.....	86,005
	WTVH-TV (19)	.....	.....
Quincy	WGEM-TV (10) KHQA (see Hannibal, Mo.)	27,200	.....
Rockford	WREX-TV (13)	133,854	.....
	WTVO (39)	.....	42,000
Rock Island	WHBF-TV (4)	217,000	.....
Springfield	WICS (TV) (20)	.....	.....
INDIANA			
Bloomington	WTTV (10)	266,915	.....
Indianapolis	WFBM-TV (6)	394,000	.....
Lafayette	WFAM-TV (59)	.....	23,850
Muncie	WLBC-TV (49)	.....	32,500
South Bend	WSBT-TV (34)	.....	71,469
IOWA			
Ames	WOI-TV (5)	142,085	.....
Cedar Rapids	WMT-TV (2)	.....	.....
Davenport	WOC-TV (5)	215,000	.....
Sioux City	KVTV (9)	59,493	.....
KANSAS			
Hutchinson	KTVH (12)	45,440	.....
Wichita	KEDD (16)	.....	32,026
KENTUCKY			
Henderson	WEHT (TV) (50)	.....	.....
Louisville	WAVE-TV (3)	293,102	.....
	WHAS-TV (11)(b)	.....	.....
LOUISIANA			
Baton Rouge	WAFB-TV (28)	.....	32,000
Monroe	KNOE-TV (8)	.....	.....
	KFAZ (43)	.....	9,800
New Orleans	WDSU-TV (6)	204,589	.....
MAINE			
Bangor	WABI-TV (5)	36,500	.....
Portland	WPMT (53)	.....	18,200
MARYLAND			
Baltimore	WAAM (13), WBAL-TV (11),		
	WMAR-TV (2)	498,556	.....
MASSACHUSETTS			
Boston	WBZ-TV (4), WNAC-TV (7)	1,089,696	.....
Cambridge	WTAO-TV (56)	.....	.....
Springfield	WHYN-TV (55), WWLP (61)	.....	63,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV (7)	31,200	.....
Tijuana (San Diego, Calif.)	XETV (6)	211,920	.....
MICHIGAN			
Ann Arbor	WPAG-TV (20)	.....	10,700
Battle Creek	WBKZ-TV (64)	.....	55,924
Detroit	WJBK-TV (2), WWJ-TV (4),		
	WXYZ-TV (7)	1,100,000	.....
Flint	WTAC-TV (16)	.....	.....
Grand Rapids	WOOD-TV (7)	256,874	.....
Kalamazoo	WKZO-TV (3)	306,124	.....
Lansing	WJIM-TV (6)	227,000	.....
	WILS-TV (54)	.....	7,734
Saginaw	WKNX-TV (57)	.....	40,100
MINNESOTA			
Austin	KMMT (6)	56,547	.....
Duluth	WFTV (38)	.....	31,500
Minneapolis	WCCO-TV (4), WTCN-TV (11)	401,200	.....
St. Paul	KSTP-TV (5), WMIN-TV (11)	394,300	.....
Rochester	KROC-TV (10)	40,000	.....

FACTS and FIGURES



MIAMI 12TH* NOW RANKS IN DRUG SALES IN THE NATION!!!

YOU CAN GET YOUR SHARE OF THIS $37,948,000.00* BUSINESS BEST THRU

*SALES MANAGEMENT 1952

Get more facts and figures from your Free and Peters Colonel.

WTVJ CHANNEL 4 MIAMI

NOW UNDER CONSTRUCTION
1000 Ft. Antenna - 100,000 Watts

FOR THE RECORD

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
MISSISSIPPI			
Jackson	WJTV (25)	.....	24,103
Meridian	WTOK-TV (11)	.....	.....
MISSOURI			
Hannibal	KHQA-TV (7)	70,000	.....
Kansas City	KCMO-TV (5)		
	KMBC-TV (9),		
	WDAF-TV (4),		
	WHB-TV (9)	323,062	.....
	KCTY (25)	.....	45,145
St. Joseph	KFEQ-TV (2)	.....	.....
St. Louis	KSD-TV (5)	534,500	.....
	WTVI (See Belleville, Ill.)		
Springfield	KTTS-TV (10)	28,817	.....
	KYTV (TV) (3)		
MONTANA			
Butte	KOPR-TV (4),		
	KXLF-TV (6)	.....	.....
NEBRASKA			
Lincoln	KFOR-TV (10),		
	KOLN-TV (12)	60,360	.....
Omaha	KMTV (3),		
	WOW-TV (6)	200,000	.....
NEVADA			
Las Vegas	KLAS-TV (8)	8,700	.....
Reno	KZTV (TV) (8)	.....	.....
NEW JERSEY			
Atlantic City	WFPG-TV (46)	.....	13,635
Newark	WATV (13)	3,520,000	.....
NEW MEXICO			
Albuquerque	KOAT-TV (7),		
	KOB-TV (4)	8,327	.....
Roswell	KSWS-TV (8)	30,744	.....
NEW YORK			
Binghamton	WNBF-TV (12)	152,787	.....
Buffalo	WBEN-TV (4)	360,283(a)	.....
	WBES-TV (59),		
	WBUF-TV (17)	.....	53,667
Elmira	WECT (TV) (18)	.....	.....
	WTVE (24)	.....	9,500
New York	WABC-TV (7),		
	WABD (5),		
	WCBS-TV (2),		
	WNBT (4),		
	WOR-TV (9),		
	WPIX (11)	3,570,000	.....
Rochester	WHAM-TV (6)	190,000	.....
Schenectady	WRGB (6)	279,500	.....
Syracuse	WHEN (8),		
	WSYR-TV (3)	220,822	.....
Utica	WKTV (13)	125,000	.....
NORTH CAROLINA			
Asheville	WISE-TV (62)	.....	.....
Charlotte	WBTV (3)	348,150	.....
Greensboro	WFMY-TV (2)	179,740	.....
Raleigh	WNAO-TV (28)	.....	31,200
Winston-Salem	WSJS-TV (12)	.....	.....
	WTOB-TV (26)	.....	.....
NORTH DAKOTA			
Fargo	WDAY-TV (6)	.....	.....
Minot	KCJB-TV (13)	7,004	.....
OHIO			
Akron	WAKR-TV (49)	.....	26,121
Ashtabula	WICA-TV (15)	.....	.....
Cincinnati	WCPO-TV (9),		
	WKRC-TV (12),		
	WLWT (5)	435,000	.....
Cleveland	WEWS (5),		
	WNBK (4),		
	WXEL (9)	787,389	.....
Columbus	WBNS-TV (10),		
	WLWC (4),		
	WTVN (6)	306,950	.....
Dayton	WHIO-TV (7),		
	WLWD (2)	300,000	.....
Lima	WLOK-TV (73)	.....	12,497
Toledo	WSPD-TV (13)	228,000	.....
Youngstown	WFMJ-TV (73),		
	WKBN-TV (27)	.....	80,510
Zanesville	WHIZ-TV (50)	.....	8,905
OKLAHOMA			
Lawton	KSWO-TV (7)	31,221	.....
Okla. City	WKY-TV (4)	221,408	.....
Tulsa	KOTV (6)	156,325	.....
OREGON			
Medford	KBES-TV (5)	.....	.....
Portland	KPTV (27)	.....	103,007
PENNSYLVANIA			
Altoona	WFBG-TV (10)	346,462	.....
Bethlehem	WLEV-TV (51)	.....	34,278
Chambersburg	WCHA-TV (46)	.....	.....
Easton	WGLV (57)	.....	33,020
Erie	WICU (12)	197,000	.....
Harrisburg	WHP-TV (55),		
	WTPA (71)	.....	78,300
Johnstown	WJAC-TV (6)	680,018	.....
	WARD-TV (56)	.....	.....
Lancaster	WGAL-TV (8)	237,428	.....
New Castle	WKST-TV (45)	.....	48,122
Philadelphia	WCAU-TV (10),		
	WFIL-TV (6),	1,267,186	.....
	WPTZ (3),	1,627,798	.....
Pittsburgh	WDTV (2)	683,000	.....
	WENS (16),		
	WKJF-TV (53)	.....	100,000
Reading	WEEU-TV (33),	.....	54,632
	WHUM-TV (61)	.....	127,330
Scranton	WGBI-TV (22),		
	WTVU (73)	.....	75,000
Wilkes-Barre	WBRE-TV (28)		
	WILK-TV (34)	.....	106,000
York	WSBA-TV (43)	.....	65,100
RHODE ISLAND			
Providence	WJAR-TV (10)	1,043,320	.....
SOUTH CAROLINA			
Charleston	WCSC-TV (5)	35,000	.....
Columbia	WCOS-TV (25),		
	WNOK-TV (67)	.....	26,840
Greenville	WGVL (23)	.....	28,182
SOUTH DAKOTA			
Sioux Falls	KELO-TV (11)	37,855	.....
TENNESSEE			
Knoxville	WROL-TV (6)	20,600	.....
Memphis	WHBQ-TV (13)	.....	.....
	WMCT (5)	218,200	.....
Nashville	WSM-TV (4)	122,657	.....
TEXAS			
Abilene	KRBC-TV (9)	9,140	.....
Amarillo	KFDA-TV (10),		
	KGNC-TV (4)	31,714	.....
Austin	KTBC-TV (7)	44,354	.....
Dallas	KRLD-TV (4),		
	WFAA-TV (8)	295,000	.....
El Paso	KROD-TV (4),		
	KTSM-TV (9)	29,392	.....
Ft. Worth	WBAP-TV (5)	279,423	.....
Galveston	KGUL-TV (11)	235,000	.....
Harlingen	KGBS-TV (13)	.....	.....
Houston	KPRC-TV (2),		
	KUHT (8)	265,000	.....
Longview	KTVE-TV (32)		
Lubbock	KCBD-TV		
	KDUB-TV (13)	32,349	.....
San Angelo	KTXL-TV (8)	14,077	.....
San Antonio	KEYL (5),		
	WOAI-TV (4)	155,053	.....
Texarkana	KCMC-TV (6)	20,725	.....
Tyler	KETX (19)	.....	.....
Wichita Falls	KFDX-TV (3),		
	KWFT-TV (6)	39,500	.....
UTAH			
Salt Lake City	KDYL-TV (4),		
	KSL-TV (5)	131,200	.....
VIRGINIA			
Hampton	WVEC-TV (15)	.....	28,046
Harrisonburg	WSVA-TV (3)	.....	.....
Lynchburg	WLVA-TV (13)	73,154	.....
Norfolk	WTAR-TV (4)	199,620	.....
Richmond	WTVR (6)	174,182	.....
Roanoke	WSLS-TV (10)	91,600	.....
WASHINGTON			
Bellingham	KVOS-TV (12)	29,757	.....
Seattle	KING-TV (5)	282,930	.....
Spokane	KHQ-TV (6),		
	KXLY-TV (4)	37,644	.....
Tacoma	KMO-TV (13),		
	KTNT-TV (11)	282,930	.....
Yakima	KIMA-TV (27)	.....	6,000
WEST VIRGINIA			
Charleston	WKNA-TV (49)	.....	13,500
Huntington	WSAZ-TV (3)	227,132	.....
WISCONSIN			
Green Bay	WBAY-TV (2)	69,223	.....
Madison	WKOW-TV (27)	.....	.....
	WMTV (33)	.....	10,000
Milwaukee	WTMJ-TV (4)	570,437	.....
	WCAN-TV (25)	.....	70,000
	WCKY-TV (19)	.....	.....
Oshkosh	WOSH-TV (43)	.....	4,000

Total Stations on Air 279*
Total Cities with Stations on Air 188*
Total Sets in Use 27,320,389
* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KETH Los Angeles and KUHT Houston.
(a) Figure does not include 177,486 sets which station reports it serves in Canada.
(b) Number of sets not currently reported. Last report was 205,544 on July 10, 1953.

XUM

Top Stars Board "Big Mo"

The dependability of today's modern passenger liner is often proved by its passenger list, for a ship's popularity is on a par with the services it renders.

Like the million-dollar pleasure boats, "Big Mo," St. Louis' new ABC television station, is known for the company it keeps ... the passengers it carries. World famous entertainers... from stage, screen, radio and TV... join an experienced crew as KSTM-TV prepares to make its maiden telecasting voyage.

You and your product are sure to be in good company aboard "Big Mo." Whether you prefer programs or spots, you'll find the right space for your advertising message along with other well-known national and regional advertisers.

Good, effective advertising berths are still available at KSTM-TV, but reservations are pouring in daily. You'll be wise to wire, phone or write... today... for your product's passage aboard "Big Mo!"

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

CHANNEL 36 ST. LOUIS MARSHALL H. PENGRA, President

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

WHBF +CBS

Adds up to:

BETTER QUAD-CITY COVERAGE AT NO INCREASE IN COST!

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

A. C. WILLIAMS Another Terrific WDIA Personality

LYSOL Joins the Swing to WDIA, Memphis

Now Lysol enjoys completely dominating coverage of the 562,212 Negroes in WDIA's rich 27-county Nielsen area. With an announcement schedule weekly Lysol will do a big selling job on this 46.9% of the total area population . . . And, there's a spot or program schedule to fit *your* budget. Join WDIA's list of blue chip accounts including Taystee Bread, Blue Plate Foods, Sal Hepatica, Maxwell House Coffee, Kools, Carnation Milk, Vicks Vaporub and many others. Get the full WDIA story *today!*

HOOPER RADIO AUDIENCE INDEX

City: Memphis, Tenn. Months: July-August '53

Time	WDIA	B	C	D	E	F	G	H
T.R.T.P.	22.7	18.6	17.2	13.6	13.2	9.5	6.9	3.1

(Note: WDIA's share Sat.: 27.1; Sun. 19.8)

MEMPHIS **WDIA** TENN.

John E. Pearson Co., Representative
Dora-Clayton Agency, Southeast

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS, page 121.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.
Montgomery, Montgomery Bcstg. Co. (12), Initial Decision 10/6/53.

ARIZONA

Yuma, **KIVA** (TV) (11), 3/25/53-Nov. '53, Grant (began tests Oct. 8).

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53-2/1/54, Petry.
Little Rock, **KETV** (TV) (23), 10/30/53—Unknown.
Pine Bluff, KATV (TV) (7), 6/18/53-11/15/53, Avery-Knodel.

CALIFORNIA

Berkeley-San Francisco, **KQED** (TV) (*9), 7/24/53-10/1/53.
Corona, **KOWL** Bcstg. Co. (52), 9/16/53—Unknown.
Eureka, **KIEM-TV** (3) 2/11/53-10/18/53—ABC, CBS, DuM, NBC, Blair-TV.
Fresno, **John Poole** (53), 8/12/53—Unknown.
Los Angeles, **KPIK** (TV) (22), 12/10/52-Late '53.
Merced, Merced Tv Corp. (34), 9/16/53—Unknown.
Sacramento, **KBIC** (TV) (46), 6/26/53-Fall '53.
Salinas, **KICU** (TV) (28), 1/15/53-Fall '53.
San Bernardino, **KITO-TV** (18), 11/6/52-Fall '53, Hollingbery.
San Bernardino, Orange Belt Telecasters (30), Initial decision 9/18/53.
San Francisco **KBAY-TV** (20), 3/11/53-Nov. '53 (granted STA Sept. 15).
San Francisco, **KSAN-TV** (32), 4/29/53-Jan. 54, McGillvra.
San Jose, **KVIE** (TV) (48), 6/17/53-Oct. 54.
Stockton, **KTVU** (TV) (36), 1/8/53—Fall '53, Hollingbery.
Tulare - Fresno, **KCOK-TV** (27), 4/2/53-11/1/53 — DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Denver, **KDEN** (TV) (26), 7/11/52—Unknown.
Denver, **KIRV** (TV) (20), 9/18/52—Unknown.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **KOA-TV** (4), 9/9/53-12/25/53, NBC, Petry.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WCTB** (TV) (*71), 1/29/53—Unknown.
Bridgeport, **WSJL** (TV) (49), 8/14/52—Unknown.
Hartford, **WEDH** (TV) (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53—Headley-Reed TV.
Norwich, **WCTN** (TV) (*63), 1/29/53—Unknown.
Stamford, **WSTF** (TV) (27), 5/27/53—Unknown.

DELAWARE

Dover, **WHRN** (TV) (40), 3/11/53—Unknown.
Wilmington, Delaware Bcstg. Co. (83), Initial decision 9/15/53.

FLORIDA

Fort Lauderdale, **WITV** (TV) (17), 7/31/52-11/1/53, DuM.
Fort Myers, **WINK** (TV) (11), 3/11/53-Dec. '53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, **WOBS-TV** (30), 8/12/53-Early '54.
Lakeland, **WOTV** (TV) (16), 12/31/52—Unknown.
Panama City, **WJDM** (TV) (7), 3/11/53-10/25/53, ABC, Hollingbery.
Pensacola, **WEAR-TV** (3), 6/3/53-11/15/53, CBS, Hollingbery.
Pensacola, **WPFA-TV** (15), 11/13/52-11/1/53, Young.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.

GEORGIA

Augusta, **WJBF-TV** (6), 9/16/53-11/15/53, ABC, NBC, Hollingbery (granted STA Sept. 18).
Augusta, **WRDW-TV** (12), 9/16/53-2/1/54, CBS, Headley-Reed.
Columbus, Columbus Bcstg. Co. (4), 8/26/53—Unknown.
Columbus, **WRBL-TV** (4), 8/27/53- Nov. '53.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Savannah, **WTOC-TV** (11), 6/26/53-3/1/54, CBS, Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KBOI** (TV) (2), 5/14/53-11/27/53 (granted STA Sept. 29).
Boise, **KTVI** (TV), (9), 1/15/53-Summer '54, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT** (TV) (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, **KBOI** (TV) (2), 5/14/53-11/27/53 (granted STA Sept. 29).
Nampa, **KFXD-TV** (6), 3/11/53—Unknown, Hollingbery.
Pocatello, **KISJ** (TV) (6), 2/26/53—Nov. '54, CBS.
Pocatello, **KWIK-TV** (10), 3/26/53-10/15/53, ABC, Hollingbery.
Twin Falls, **KLIX-TV** (11), 3/19/53-4/1/54, ABC, Hollingbery.

ILLINOIS

Bloomington, **WBLN** (TV) (15,) 3/4/53-11/1/53, ABC, McGillvra.
Champaign, **WCIA** (TV) (3), 2/26/53-11/1/53, Hollingbery.
Champaign, **WCUI** (TV) (21), 7/22/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, Northwestern Tv Bcstg. Corp. (32), 8/12/53—Unknown.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **WJOL-TV** (48), 8/21/53-Unknown.

INDIANA

Elkhart, **WSJV** (TV) (52), 6/3/53—Unknown.
Evansville, **WFIE** (TV) (62), 6/10/53-10/18/53, Taylor, (granted STA Aug. 6).
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/15/53, NBC, Raymer.
Indianapolis, **WJRE** (TV) (26), 3/26/53—Unknown.
Indianapolis, **WNES** (TV) (67), 3/26/53-Unknown.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/31/53, Walker.
Terre Haute, Wabash Valley Bcstg. Corp. (10), 10/7/53—Unknown.
Waterloo, **WINT** (TV) (15), 4/6/53-12/15/53.

IOWA

Cedar Rapids, **KCRI** (TV) (9), 8/12/53-10/15/53, H-R TV.
Cedar Rapids, **KEYC** (TV) (20), 7/30/53-Unknown.
Davenport, **KDIO** (TV) (36), 3/11/53—Unknown.
Des Moines, **WHO-TV** (13), 9/2/53—Unknown.
Des Moines, **KGTV** (TV) (17), 3/26/53-10/21/53, Hollingbery.
Fort Dodge, **KQTV** (TV) (21), 1/29/53-10/15/53, Pearson.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Sioux City, **KCTV (TV) (36), 10/30/52—Unknown.**
Waterloo, KWWL-TV (7), 9/2/53-11/1/53, Headley-Reed.

KANSAS

Manhattan, **KSAC-TV (*8), 7/24/53—Unknown.**
Pittsburg, KOAM-TV (7), 2/26/53-11/15/53, NBC, CBS, DuM, Katz.
Topeka, Alf M. Landon (42), Initial Decision 10/5/53.
Topeka, WIBW-TV (13), 6/3/53-11/15/53, CBS, Capper Sales (granted STA Sept. 22).

KENTUCKY

Ashland, WPTV (TV) (59), 8/14/52—Summer '53.
Louisville, WKLO-TV (21), 11/26/52-11/1/53, ABC, DuM, Taylor.
Louisville, WLOU-TV (41), 1/15/53—Unknown.
Paducah, Paducah Tv Corp. (43), 9/16/53—Unknown.
Richmond, **WBGT (TV) (60), 4/29/53—Unknown.**

LOUISIANA

Alexandria, **KSPJ (TV) (62), 4/2/53—Unknown.**
Baton Rouge, KHTV (TV) (40), 12/18/52—Unknown.
Lafayette, Evangeline Bcstg. Co. (10), 9/16/53-3/15/54 (share time with Camellia Bcstg. Co.).
Lafayette, Camellia Bcstg. Co. (10), 9/16/53—Unknown (share time with Evangeline Bcstg. Co.).
Lake Charles, **KTAG (TV)** (25), 12/18/52-11/1/53, CBS, ABC, DuM, Adam Young.
New Orleans, **WCKG (TV)** (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, WCNO-TV (32), 4/2/53-1/1/54.
New Orleans, WJMR-TV (61), 2/18/53-11/1/53, DuM, **Bolling.**
New Orleans, WTLO (TV) (20), 2/26/53—Unknown.
Shreveport, Interim Tv Corp. (12), 9/19/53—Unknown.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **WMTW (TV)** (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-12/1/53, NBC, Weed TV.

MARYLAND

Baltimore, WITH-TV (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Winter 1953.
Salisbury, **WBOC-TV** (16), 3/11/53-12/25/53.

MASSACHUSETTS

Boston, **WBOS-TV** (50), 3/26/53—Unknown.
Boston, WGBH-TV (*2), 7/16/53-10/1/54.
Boston, J. D. Wrather Jr. (44), 8/12/53—Unknown.
Brockton, **WHEF-TV** (62), 7/30/53—Unknown.
Fall River, **WSEE-TV** (46), 9/14/52—Oct. '53.
Lawrence, **WGLM (TV)** (72), 6/10/53—Unknown.
New Bedford, **WTEV (TV)** (28), 7/11/52—Fall, Walker.

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MONTANA

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

North Adams, **WMGT (TV) (74), 2/18/53-10/15/53—Walker.**
Worcester, **WAAB-TV** (20), 8/12/53—Unknown, Hollingbery.
Worcester, **WWOR-TV** (14), 6/18/53-11/15/53, Raymer.

MICHIGAN

Bay City, **WNEM-TV** (5), 9/2/53—Fall '53.
Battle Creek, **WBCK-TV** (58), 11/20/52-11/1/53, Headley-Reed.
Benton Harbor, WHFB-TV (42), 2/26/53—Unknown.
Cadillac, **WWTV (TV)** (13), 4/8/53-1/1/54 (granted STA Sept. 29).
East Lansing, WKAR-TV (*60), 10/16/52-1/1/54.
Flint, WCTF (TV) (28), 7/11/52-Unknown.
Flint, WFDF-TV (12), Initial Decision 5/11-53.
Jackson, **WIBM-TV** (48), 11/20/52-12/8/53, Forjoe.
Muskegon, WTVM (TV) (35), 12/23/52—Unknown.
Saginaw, Booth Radio & Tv Stations Inc. (51), Initial Decision 9/29/53.

MINNESOTA

St. Cloud, **WJON-TV (7), 1/23/53—Late Oct. '53, Rambeau.**
St. Paul, **WCOW-TV (17), 3/11/53-11/15/53.**

MISSISSIPPI

Columbus, **WCBI-TV (28), 3/11/53—Unknown.**
Gulfport, **WGCM-TV (56), 2/11/53—Unknown.**
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed TV.
Jackson, **WJDT (TV)** (3), 8/27/53—Early '54, NBC, Hollingbery.
Meridian, **WCOC-TV** (30), 12/23/53-Oct. '53.

MISSOURI

Cape Girardeau, **KGMO-TV (18), 4/16/53—Unknown.**
Clayton, **KFUO-TV (30), 2/5/53—Unknown.**
Columbia, **KOMU-TV** (8), 1/15/53-11/1/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52-Nov. '53.
St. Louis, **KETC (TV)** (*9), 5/7/53—Unknown (granted STA Aug. 12).
St. Louis, **KSTM-TV** (36), 1/15/53-10/15/53, ABC, H-R Television (granted STA Aug. 25).
St. Louis, WIL-TV (42), 2/12/53—Late '53.
Sedalia, KDRO-TV (6), 2/26/53-1/1/54.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53-11/1/53, CBS, DuM, Weed (granted STA Aug. 11).
Billings, **KRHT (TV)** (8), 1/15/53—Early Fall '53.
Great Falls, **KFBB-TV** (5), 1/15/53-Nov. '53, CBS, Weed Tv.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

Kearney, **KHOL-TV** (13), 7/22/53—Unknown.

NEW HAMPSHIRE

Keene, **WKNE-TV (45), 4/22/53—Unknown.**
Manchester, WMUR-TV (9), 8/26/53—Unknown.
Mt. Washington, **WMTW (TV)** (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52—Dec. '53.
Atlantic City, WOCN (TV) (52), 1/8/53—Unknown.
New Brunswick, WDHN (TV) (47), 4/2/53—Unknown.
New Brunswick, WTLV (TV) (*19), 12/4/52—Unknown.
Trenton, **WTTM-TV** (41), 7/16/53—Unknown.

NEW MEXICO

Clovis, KNEH (TV) (12), 3/4/53—Unknown.
Santa Fe, KTVK (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, **WPTR (TV) (23), 6/10/53—Unknown.**
Albany, **WROW-TV** (41), 4/16/53-10/15/53, ABC, DuM, Bolling (test patterns due Oct. 8).
Albany, WTVZ (TV) (*17), 7/24/52—Unknown.
Binghamton, WQTV (TV) (*46), 8/14/52—Unknown.
Buffalo, WTVF-TV (*23), 7/24/52—Unknown.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, WIET (TV) (*14), 1/8/53—Unknown.
Jamestown, WJTN-TV (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Jan. '54, NBC, CBS, DuM, Meeker.
New York, **WGTV (TV)** (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
Rochester, **WHEC-TV** (10), 3/11/53-11/1/53, ABC, CBS, Everett-McKinney (share time with WVET-TV).
Rochester, WRNY-TV (27), 4/2/53—Unknown.
Rochester, WROH (TV) (*21), 7/24/52—Unknown.
Rochester, **WVET-TV** (10), 3/11/53-11/1/53, ABC, CBS, Bolling (share time with WHEC-TV).
Rochester, **WCBF-TV** (15), 6/10/53—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53-1/15/54.
Syracuse, WHTV (TV) (*43), 9/18/52—Unknown.
Utica, **WFRB (TV)** (19), 7/1/53—Unknown.
Watertown, **WWNY** (48), 12/23/52-Winter '53, Weed Tv.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

NORTH CAROLINA

Chapel Hill, **WUNC-TV** (*4) 9/30/53—Sept. '54.
Charlotte, **WAYS-TV (36), 2/26/53-11/15/53,** ABC, Bolling.
Durham, **WCIG-TV (46), 2/26/53-11/1/53**—DuM, NBC, H-R Television.
Goldsboro, **Goldsboro Tv Corp.** (34), 9/30/53—Unknown.
Greensboro, WCOG-TV (57), 11/20/52-10/30/53, ABC, Bolling.
Greenville, **WNCT** (TV) (9), 3/11/53-11/15/53, CBS, DuM, Pearson.
Hendersonville, **WHKP-TV (27), 3/11/53**—Early '54, Headley-Reed Tv
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53, Clark.
Wilmington, **WMFD-TV** (6), 7/30/53—Spring '54.

NORTH DAKOTA

Bismarck, **KFYR-TV** (5), 3/4/53—Oct. '53, Blair Tv.
Valley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed Tv.

OHIO

Cincinnati, **WCIN-TV (54), 5/14/53—Unknown.**
Cleveland, **WERE-TV (65), 6/18/53—Fall '53.**
Columbus, **WOSU-TV (*34), 4/22/53—Unknown.**
Dayton, **WIFE** (TV) (22), 11/26/52-Fall '53, Headley-Reed (granted STA Oct. 2).
Lima, **WIMA-TV** (35), 12/4/52—Late '53, Weed Tv.
Massillon, **WMAC-TV** (23), 9/4/52-10/15/53, Petry.
Portsmouth, Woodruff Inc. (30), Initial Decision 6/8/53.
Steubenville, **WSTV-TV** (9), 8/12/53-12/1/53, CBS (granted STA Sept. 16).
Youngstown, **WUTV** (TV) (21), 9/25/52—Fall '53.

OKLAHOMA

Miami, KMIV (TV) (58), 4/22/53—Unknown.
Oklahoma City, **KLPR-TV** (19), 2/11/53-10/20/53, DuM, Bolling.
Oklahoma City, **KWTV** (TV) (9), 7/22/53-12/15/53, CBS, Avery-Knodel.
Tulsa, **KCEB** (TV) (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, **KTVF** (TV) (20), 2/11/53—Unknown.
Eugene, **Eugene Tv Inc.** (13), 5/14/53—Oct. '53, Hollingbery.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Portland, **KOIN-TV** (6), 7/16/53-10/15/53, CBS, Avery-Knodel (granted STA Aug. 6).
Portland (Ore.)-Vancouver (Wash.), KVAN-TV (21), Initial Decision 6/18/53.
Salem, **KPIC** (TV) (24), 1/29/53 - Oct. '53 (granted STA Aug. 4).
Salem, **Oregon Radio Inc.** (3), 9/30/53—Unknown.
Springfield-Eugene, **KTVF** (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, WFMZ-TV (67), 7/16/53—Unknown.
Allentown, **WQCY** (TV) (39), 8/12/53—Unknown.
Erie, **Great Lakes Tv Co.** (35), Initial Decision 9/8/53.
Harrisburg, **WCMB-TV** (27), 7/24/53-12/15/53—Cooke.
Hazleton, WAZL-TV (63), 12/18/52—Unknown, Meeker.
Lancaster, WWLA (TV) (21), 5/7/53—Late '53, Taylor.
Lebanon, **WLBR-TV** (15), 6/26/53-10/26/53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIBG-TV** (23), Initial Decision 10/2/53.
Philadelphia, WIP-TV (29), 11/26/52—Unknown.
Pittsburgh, WQED (TV) (*13), 5/14/53-1/1/54.
Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
York, **WNOW-TV** (49), 7/11/52-10/19/53, DuM, Hollingbery.

RHODE ISLAND

Providence, WNET (TV) (16), 4/8/53—Unknown.
Providence, **WPRO-TV** (12), 9/2/53-10/15/53, Blair Tv (granted STA Sept. 23).

SOUTH CAROLINA

Anderson, **Wilton E. Hall** (40), 9/30/53—Unknown.
Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Columbia, **WIS-TV** (10), 2/12/53-11/7/53, NBC, Free & Peters.
Greenville, **Carolina Tv Inc.** (4), 7/30/53—Unknown.
Greenwood, WCRS-TV (21), 4/8/53—Unknown.
Spartanburg, **WSCV** (TV) (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, **WOUC** (TV) (49), 8/21/52—Unknown, Pearson.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Chattanooga, **WTVT (TV) (43), 8/21/52—Unknown.**
Knoxville, **WTSK** (TV) (26), 3/26/53-10/18/53 (granted STA Sept. 4).
Nashville, WSIX-TV (8), 7/30/53-12/1/53, CBS, Hollingbery (granted STA Sept. 9).
Old Hickory, **WLAC-TV** [Nashville] (5), 8/5/53-1/1/54.

TEXAS

Beaumont, **KBMT** (TV) (31), 12/4/52—Fall '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, **KDTX** (TV) (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, KEPO-TV (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO** (TV) (20), 3/11/53—Unknown.
Galveston, **KTVR** (TV) (41), 11/20/52—Early Fall '53.
Houston, KTVP (TV) (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Lubbock, KFYO-TV (5), 5/7/53—Late '53, Taylor.
Lufkin, KTRE-TV (9), 3/11/53—1954, Taylor.
Marshall, **KMSL** (TV) (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-11/1/53.
San Antonio, **KALA** (TV) (35), 3/26/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.
Sherman, **KSHM** (TV) (46), 3/4/53—Late Summer '53.
Sweetwater, **KPAR-TV** (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Temple, **KCEN-TV** (6), 1/29/53-11/1/53, NBC, Hollingbery.
Victoria, KNAL (TV) (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52-10/15/53, ABC, Pearson.
Weslaco, **KRGV-TV** (5), 7/16/53—Oct. '53, NBC, Taylor.

UTAH

Salt Lake City, **KUTV** (TV) (2), 3/26/53-Spring '54, ABC, Hollingbery.

VERMONT

Burlington, **WCAX Bcstg. Corp.** (3), Initial Decision 10/2/53.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53—Winter '53, Walker.
Danville, **WBTM-TV** (24), 12/18/52-Dec. '53, Hollingbery.
Marion, WMEV-TV (50), **4/2/53—Unknown, Donald Cooke.**
Norfolk, **WTOV-TV** (27), 7/8/53-10/22/53, ABC, DuM, Forjoe. (Test patterns due Oct. 15).

WASHINGTON

Seattle, KOMO-TV (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), 9/25/53-1/15/54.
Yakima, **KIT-TV** (23), 12/4/52-Jan. '54.

WEST VIRGINIA

Beckley, **WBEY** (TV) (21), 6/25/53—Unknown.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP** (TV) (15), 2/11/53-10/25/53, ABC, Forjoe (tests due 10/11/53).
Wheeling, WLTV (TV) (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/24/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ** (TV) (57), 2/11/53-Nov. '53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53-11/26/53, Hollingbery.
Madison, **Wisconsin State Radio Council** (*21), 10/7/53—Unknown.
Milwaukee, **WMIL-TV** (31), 8/20/53—Unknown.
Neenah, **WNAM-TV** (42), 12/23/52-late Nov. '53, Clark.
Superior, **Ridson Inc.** (6), Initial Decision, 9/9/53.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

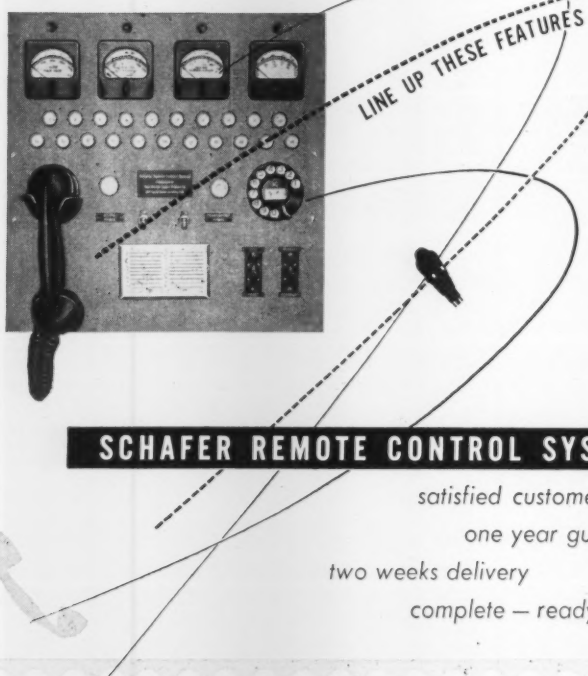
Anchorage, **KFIA** (TV) (2), 7/30/53-10/15/53, ABC, CBS (granted STA Sept. 29).
Anchorage, **KTVA** (TV) (11), 7/30/53-12/15/53.
Fairbanks, **KFIF** (TV) (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, **KULA-TV** (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, **WAPA-TV** (4), 8/12/53—Unknown.



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BOXSCORE ON COMPETITIVE TV HEARINGS AT FCC AS OF SEPTEMBER 30

LOCATION	APPLICANT	CHANNEL NO.	DOCKET NO.	DATE DESIGNATED	DATE HEARING SCHEDULED	DATE HEARING BEGUN	ADJOURNMENTS	RECORD CLOSED	PROP. FIND. DUE	INIT'L. DEC'N. ISSUED	EXCEPTIONS DUE	ADDITIONAL DATA RE APPLICATIONS
ATLANTA, GEORGIA (Examiner Hutchison)	Georgia Institute of Technology Robert W. Rounsaville	36	8819 10676	9-2-53	10-2-53							
BALTIMORE, MARYLAND (Examiner Hutchison)	Chesapeake TV B/cing, Inc. The Baltimore Radio Show, Inc.	18	10665 10666	8-26-53	9-25-53	None Held						D-10665 dismissed without prejudice 9-24-53; D-10666 dismissed without prejudice 9-22-53
BATON ROUGE, LA. (Examiner Huntting)	Louisiana Television B/cing Corp. Southern TV Co. of Baton Rouge	2	10550 10551	6-17-53	7-17-53		Indefinitely See Remarks					8-13-53 Oral argument re pet'n. to reconsider Examiner's denial of pet'n. to amend: See A below
BEAUMONT-PORT ARTHUR, TEXAS (Examiner Huntting)	Port Arthur College Smith Radio Company	4	10285 10352	7-11-52 11-26-52	12-15-52	5-6-53	Indefinitely					
	The Enterprise Company Beaumont Broadcasting Corp. KTRM, Inc.	6	10286 10287 10288	7-11-52	11-17-52	11-17-52		3-11-53	Due & Filed 5-25-53	7-22-53	Due & Filed 9-1-53	Exceptions filed by B/cast Bureau 8-28-53; Reply to Except. filed by D-10288 on 9-14-53; Waiting Oral Arg.
BINGHAMTON, N.Y. (Examiner Butts)	Southern Tier Radio Service, Inc. Ottewey Stations, Inc. The Binghamton B/cers, Inc.	40	10681 10682 10683	9-9-53	10-9-53							
CAMDEN, N.J.-PHILADELPHIA, PA. (Examiner Donahue)	South Jersey B/cing Co. Patrick Joseph Stanton	17	10657 10658	8-26-53	9-25-53		10-19-53					
CANTON, OHIO (Examiner Litvin)	Brush-Moore Newspapers, Inc. Stark B/cing Corp. Tri-Cities Telecasting, Inc.	29	10272 10273 10606	7-11-52 7-11-52 7-29-53	10-1-52	8-17-53	In progress					10-1-52 conference held resulting in continuance of hearing
CHATTANOOGA, TENNESSEE (Examiner Bond)	WDOD B/cing Corp. Mountain City TV, Inc. Southern Television, Inc. Tri-State Telecasting Corp. WDEF B/cing Co.	3 12	10438 10439 10471 10472 10473	3-16-53 4-22-53	4-20-53 5-25-53	4-20-53 5-25-53	Indefinitely see remarks	8-20-53	See B below			Continued indefinitely on joint request of all applicants
CINCINNATI, OHIO (Examiner Huntting)	Gordon B/cing Co. Tri-City B/cing Co.	74	10674 10675	9-2-53	10-2-53		11-16-53					
CLEVELAND, OHIO (Examiner Litvin)	United B/cing Co. WJW, Inc.	19	8650 8742	9-2-53	10-2-53		10-12-53 see remarks					10-2-53 parties to exchange info.; 10-19-53 Evidence to commence; 10-12-53 Hearing conference
CORPUS CHRISTI, TEXAS (Examiner Irion)	Superior Television, Inc. Keys-TV, Inc. K-Six Television, Inc.	10	10556 10557 10558	6-24-53	7-24-53	8-4-53	10-26-53					
	Gulf Coast B/cing Co. Baptist Gen'l.Convention of Texas H. L. Hunt Coastal Bend Television Co.	6 22	10559 10560 10577 10578	6-24-53 7-1-53	8-3-53 7-31-53	8-3-53 7-31-53	10-16-53 Indefinitely					
DENVER, COLORADO (Examiner Cunningham)	KMYR B/cing Co. Metropolitan Television	4	9043 10238	7-11-52	10-1-52	10-1-52		2-10-53	Due & Filed 4-20-53	6-18-53	7-20-53	No exceptions filed: effectiveness of Initial Decision stayed by Commission; Final Decision issued 9-10-53
(Examiner Smith)	Mountain States TV Co. (KIRV)	20	10689	9-16-53	10-29-53							Appl'n. for additional time to complete construction
DES MOINES, IOWA (Examiner French)	Cowles B/cing Co. Murphy B/cing Co.	8	8897 8900	9-23-53	10-23-53							
DETROIT-FERNDALE, MICH. (Examiner Butts)	Royal Oak B/cing Co. UAW-CIO B/cing Corp. of Michigan	62	10662 10664	8-26-53	9-25-53	9-25-53	10-9-53					D-10663 dismissed without prejudice 9-22-53; D-10662 to be dismissed
DULUTH, MINNESOTA-SUPERIOR, WISCONSIN (Examiner Sharfman)	Head of the Lakes B/cing Co. Red River B/cing Co., Inc.	3	10289 10290	7-11-52	11-17-52	11-17-52	10-26-53					
	Ridson, Inc.	6	10291	7-11-52	11-17-52	11-17-52	9-1-53	9-1-53	Due & Filed 9-2-53	9-9-53	9-29-53	No exceptions filed: pet'n. to complete hearing granted 8-14-53; waiting Final Decision
ERIE, PENN. (Examiner Huntting)	Great Lakes Television Co.	35	10612	7-29-53	8-28-53	8-28-53		8-28-53	None required	9-8-53	9-28-53	D-10613 dismissed without prejudice 8-24-53; no exceptions filed: waiting Final Decision
	Erie Television Corp. Commodore Perry B/cing Service, Inc.	66	10614 10615	7-29-53	8-28-53		11-2-53					
EUGENE, OREGON (Examiner Cunningham)	Eugene Television, Inc.	13	10571	6-25-53	7-13-53	7-13-53	8-7-53	8-7-53	Due & Filed 8-31-53	9-14-53	10-5-53	Designated under 309(c); B/cast Bureau filed no Proposed Findings; Replies to Proposed Findings filed 9-8-53; Exceptions filed by Allen 9-22-53
EVANSVILLE, INDIANA (Examiner Sharfman)	South Central B/cing Corp. Evansville Television, Inc. On The Air, Inc. WTHM, Inc.	7	10461 10462 10463 10464	4-15-53	5-25-53	5-25-53	See remarks					Hearing Conference 10-5-53 Hearing 10-12-53
FLINT, MICHIGAN (Examiner Cunningham)	WJR The Goodwill Stations, Inc. Trebit Corp. W.S. Butterfield Theatres, Inc.	12	10268 10269 10270	7-11-52 7-11-52 11-5-52	11-17-52	11-17-52		2-27-53	Due & Filed 3-30-53	4-30-53	Due & Filed 5-15-53	Oral argument held 8-31-53; Waiting Final Decision
FORT WAYNE, INDIANA (Examiner Huntting)	Radio Ft. Wayne, Inc. Anthony Wayne B/cing	69	10424 10425	3-4-53	4-6-54	4-6-53		7-6-53	Due & Filed 8-4-53			Waiting Initial Decision
FRESNO, CALIFORNIA (Examiner Cooper)	California Inland B/cing Co. KARM, The Geo. Harm Station	12	9050 10650	8-20-53	9-21-53	9-28-53	See C below					Pre-Hearing conference held 9-4-53
GRAND RAPIDS, MICH. (Examiner Bond)	Music B/cing Co. Peninsular B/cing Co.	23	10652 10607	6-17-53 7-29-53	8-28-53		See D below					D-10653 dismissed without prejudice 8-18-53
HARTFORD, CONN. (No Examiner named)	The Travelers B/cing Service Corp. Hartford Telecasting Co., Inc.	3	8521 10699	9-30-53	10-30-53							
HONOLULU, HAWAII (Examiner Donahue)	Royaltel	2	10474	4-22-53	5-27-53		10-7-53 see remarks					D-10475 dismissed 8-4-53; further conference held 9-1-53
KNOXVILLE, TENNESSEE (Examiner Sharfman)	Scripps-Howard Radio, Inc. Radio Station WBIR, Inc. Tennessee Television, Inc.	10	10512 10513 10514	5-13-53	6-15-53	6-15-53	In progress					9-9-53 oral argument held re continuance of hearing
LANCASTER, PENN. (Examiner Bond)	Peoples B/cing Co. WGAL, Inc.	8	10365 10366	12-31-52	2-2-53	2-2-53	6-4-53	6-4-53	None required			Waiting Initial Decision
LITTLE ROCK, ARK. (Examiner Litvin)	Arkansas Television Co. Arkansas Telecasters, Inc.	11	10610 10611	7-29-53	8-28-53	8-28-53	10-12-53					D-10608 dismissed without prejudice 8-24-53; D-10609 dismissed w.o.p. 9-2-53
LORAIN, OHIO (Examiner Huntting)	The Lorain Journal Elyria-Lorain B/cing Co.	31	10525 10526	5-27-53	6-26-53		Indefinitely					
MADISON, WISC. (Examiner Cunningham)	Radio Wisconsin, Inc. Badger Television Co., Inc.	3	8959 10641	8-12-53	9-11-53		10-5-53					8-18-53 pre-trial conference held; 9-14 & 9-21-53 pre-hrg. conference
MOBILE, ALABAMA (Examiner Irion)	WKRG-TV, Inc. The Mobile Television Corp.	5	10457 10458	4-15-53	5-25-53	5-25-53	10-1-53		10-15-53			

A. Hearing Conference continued indefinitely pending Commission action on petition for review

B. 10-15-53 Applicants to submit affirmative Proposed Findings
11-5-53 All parties to submit Counter Proposed Findings & Conclusions
11-20-53 All parties to submit Counter Conclusions

C. 10-19-53 Exhange of exhibits
10-28-53 Exchange of written points of reliance & drafts of stipulations
11-2-53 Further hearing conference to present stipulations & points of reliance
11-16-53 Presentation of proof

D. 10-13-53 Taking of depositions
11-5-53 Exchange of exhibits
11-12-53 Further hearing conference

BOXSCORE ON COMPETITIVE TV HEARINGS

LOCATION	APPLICANT	CHANNEL NO.	DOCKET NO.	DESIG-NATED	HEARING SCHEDULED	HEARING BEGUN	ADJOURNMENTS	RECORD CLOSED	PRO. FIND. DUE	INIT'L. DEC'N. ISSUED	EXCEP-TIONS DUE	ADDITIONAL DATA RE APPLICATIONS
MONTGOMERY, ALABAMA	Montgomery B/cing Co., Inc.		10573						None			9-11-53 & 9-18-53 conferences; 9-25-53
(Examiner Donahue)	Alabama Television Co.	12	10574	7-1-53	7-31-53	8-27-53	See remarks	9-29-53	required			evidence; waiting Initial Decision
						None						D-10575 dismissed without prejudice
	Southern B/cing Co., Inc.	32	10576	7-1-53	7-31-53	held						9-9-53; D-10576 dismissed w.o.p. 8-11-53
MONTPELIER, VERMONT	WCAX B/cing Corp.		10842						None			
(Examiner Cunningham)	Colonial Television, Inc.	3	10643	8-12-53	9-11-53	9-18-53		9-18-53	required			Waiting Initial Decision
MUSKEGON, MICHIGAN	Versluis Radio & TV, Inc.		10842	8-23-53					Due &			Designated under 3.39(c); Reply to
(Examiner Irion)	Versluis Radio & TV, Inc.	35	10644	8-14-53	8-22-53	8-22-53	8-27-53	8-28-53	Filed			Proposed Findings due 10-2-53; D-10644
									9-22-53			application for modification of CP
PEORIA, ILLINOIS	WMBD, Inc.		10641									9-18-53 oral argument re taking of
(Examiner Smith)	WIRL Television Co.	8	10642	6-10-53	7-10-53		10-12-53					depositions; 9-28-53 depositions due
	Brookwell Enterprises		10643									to be taken
PHILADELPHIA, PENN.	Daily News TV Co.		7273						None			9-18-53 informal conference; 9-30-53
(Examiner Donahue)	Lou Poller	23	10659	8-26-53	9-25-53	9-25-53		9-25-53	required			D-10659 dismissed with prejudice;
												waiting Initial Decision
	Westinghouse Radio Stations		9136	7-11-52								
PORTLAND, OREGON	Portland Television, Inc.	8	10245	7-11-52	10-1-52	10-1-52	7-20-53	See E				
(Examiner Smith)	North Pacific TV, Inc.		10319	9-17-52				below				
	Cascade Television Co.		10324	9-25-52								
	Oregon Television, Inc.		10246	7-11-52					Due &			Replies to Proposed Findings 8-10-53;
	Columbia Empire Telecasters	12	10247	7-11-52	10-1-52	10-1-52	5-15-53	5-15-53	Filed			No replies to Proposed Findings filed;
	Northwest TV & B/cing Co.		10317	9-3-52					7-31-53			Waiting Initial Decision
PORTLAND, OREGON-	Mt. Scott Telecasters, Inc.		10248						Due &		7-8-53	Exceptions filed by Mt. Scott 7-15-53;
VANCOUVER, WASH.	Vancouver Radio Corp.	21	10249	7-11-52	10-1-52	10-1-52		2-9-53	Filed	6-18-53	see	No exceptions filed by Vancouver or
(Examiner Smith)									8-21-53		remarks	P/Coast Bureau: Oral argument held
												8-31-53; Final Decision issued 9-25-53
PORTSMOUTH, OHIO									None		8-29-53	No exceptions filed; effectiveness of
(Examiner Irion)	Woodruff, Inc.	30	10440	3-18-53	4-20-53	4-20-53	6-4-53	6-4-53	required	6-8-53	see	Initial Decision stayed by Commission;
											remarks	Waiting Final Decision
ROANOKE, VIRGINIA	Times-World Corp.		10655									
(Examiner Bond)	Radio Roanoke, Inc.	7	10656	8-26-53	9-25-53	9-25-53	10-7-53					
	Sacramento Broadcasters, Inc.		9012	10-29-52					Due &			
SACRAMENTO, CALIF.	KCRA, Inc.	3	10394	7-11-52	11-17-52	11-17-52		4-23-53	Filed			Waiting Initial Decision
(Examiner Donahue)									7-10-53			
	McClatchy B/cing Co.		9013						Due &			
	Sacramento Telecasters, Inc.	10	10395	7-11-52	11-17-52	11-17-52	6-5-53	6-5-53	Filed			Waiting Initial Decision
									7-20-53			
SAGINAW, MICHIGAN									None			D-10634 dismissed without prejudice
(Examiner Cooper)	Booth Radio & TV Stations, Inc.	51	10635	8-5-53	9-4-53	9-4-53	9-25-53	9-25-53	required			9-29-53; waiting Initial Decision
SAN BERNARDINO, CALIF.									Due &		None to	Record reopened to receive documents
(Examiner Butts)	Orange Belt Telecasters	30	10579	7-1-53	8-3-53	8-3-53		8-4-53	Filed	9-18-53	be filed	& closed 8-27-53; waiting Final
								9-14-53				Decision
												Application for additional time to
(Examiner not named)	KITO, Inc.	18	10696	9-30-53								complete construction
SAVANNAH, GEORGIA	WSAV, Inc.		10517									
(Examiner Cunningham)	WJIV-TV, Inc.	3	10518	5-13-53	6-15-53	6-15-53	In progress					
SHREVEPORT, LOUISIANA	KTBS, Inc.		10476									
(Examiner Cooper)	International B/cing Corp.	3	10477	4-22-53	5-29-53	5-29-53	10-5-53					
	Southland Television Co.		10522						See F			
(Examiner Litvin)	Radio Station KRMD	12	10523	5-20-53	6-19-53	6-19-53	7-31-53	7-31-53	below			Waiting Initial Decision
	Shreveport Television Co.		10524									
SIOUX CITY, IOWA	Perkins Brothers Co.		10672									9-24-53 oral argument held re pet'n.
(Examiner Cooper)	KCOM B/cing Co.	4	10673	9-2-53	10-2-53		10-12-53					to amend Perkins' application
SOUTH BEND, INDIANA	South Bend B/cing Corp.		10534				Indefinitely					Continued indefinitely pending Commis-
(Examiner Cooper)	Michiana Telecasting Corp.	46	10535	6-3-53	7-3-53		See remarks					sion action on Pet'ns. to enlarge issue
SPOKANE, WASHINGTON	Louis Wasmer		10422									
(Examiner Butts)	Television Spokane	2	10423	3-4-53	4-6-53	4-6-53	Indefinitely					
SPRINGFIELD, ILLINOIS	Sangamon Valley TV Corp.		10701									
(Examiner not named)	Capitol City TV Co.	2	10702	9-30-53	10-30-53							
	WMAY-TV, Inc.		10703									
ST. PETERSBURG-TAMPA,	The Tribune Co.		10260						11-16-53		Due &	P.F. filed by P/coast Bureau 9-25-53; by
FLORIDA	Pinellas B/cing Co.	8	10261	7-11-52	10-15-52	10-15-52		1-21-53	see	7-13-53	Filed	parties 9-17-53; Oral argument sched-
(Examiner Cooper)	The Tampa Bay Area Telecasting Co.		10262						remarks		8-10-53	uled 11-9-53; waiting Final Decision
	Tampa Times Co.		10263	7-11-52					Due &			Replies to P.F. filed by parties
	Orange Television B/cing Co.	13	10265	7-11-52	10-15-52	10-15-52		6-11-53	Filed			8-10-53; counter replies filed 8-20-53
	Tampa Television Co.		10310	10-8-52					7-13-53			Waiting Initial Decision
TOPEKA, KANSAS	Alf M. Landon		10679						None			
(Examiner Smith)	R. F. Schoonover	42	10680	9-9-53	10-9-53	9-25-53		9-30-53	required			Waiting Initial Decision
WACO, TEXAS	KWTX B/cing Co.		10694									
(Examiner not named)	Waco Television Corp.	10	10695	9-23-53	10-23-53							
WICHITA, KANSAS	Mid-Continent TV, Inc.		10262	10-8-52					Due &			Waiting Initial Decision;
(Examiner Hutchison)	KAKE B/cing Co., Inc.	10	10263	7-11-52	10-20-52	10-20-52		5-7-53	Filed			See G below
									6-15-53			
	The Radio Station KFH Co.		10259						See H			
	Taylor Radio & TV Corp.	3	10260	7-11-52	10-20-52	10-20-52	9-9-53	9-9-53	below			
	Wichita TV Corp., Inc.		10261									
WILMINGTON, DELAWARE									None		None to	D-10632 dismissed without prejudice
(Examiner Sharfman)	Delaware B/cing Co.	61	10633	8-5-53	9-4-53	9-4-53		9-4-53	required	9-15-53	be filed	9-4-53; Waiting Final Decision
WAMARILLO, TEXAS	The Texan Telecasting Co.		10704									
(Examiner not named)	Plains Empire B/cing Co.	7	10705	9-30-53	10-30-53							
	Panhandle Television Co.		10706									

E. 8-13-53 Affirmative Proposed Findings filed
9-18-53 Rebuttal Proposed Findings filed by applicants only
12-8-53 Conclusions to Proposed Findings due
10-15-53 Replies to above due

F. 8-24-53 Affirmative Proposed Findings filed by parties
9-9-53 Rebuttal Proposed Findings filed by parties
9-17-53 Conclusions to Proposed Findings filed by parties
9-28-53 Replies to above filed

G. Proposed Findings submitted 6-15-53 on applicant's applications only
such Proposed Findings included no conclusions or findings re opposing
applicant; on 7-6-53 Replies, Supplemental Findings and Conclusions
filed by applicants

H. 10-5-53 Affirmative Proposed Findings due from applicants
11-5-53 Counter Proposed Findings and Conclusions due from all parties
11-20-53 Rebuttal Proposed Findings & Conclusions due

ON this and the preceding pages is the boxscore as of Sept. 30 of all the competitive television hearings currently before the FCC.

It was compiled by Frankie L. Fox under the direction of Frederick W. Ford, then chief of the Broadcast Bureau's Hearing Division, for the use of Commissioners and the FCC staff. Mr. Ford a fortnight ago resigned from FCC to join the Justice Dept. as first assistant to Assistant Attorney General J. Lee Rankin, who is in charge of the Office of Legal Counsel [B•T, Oct. 5].

Since compilation of the Sept. 30 report, two new initial decisions have been announced by the FCC.

In the vhf ch. 12 case at Montgomery, Ala., Hearing Examiner Thomas H. Donahue on Oct. 7 issued his initial decision proposing to grant ch. 12 to Montgomery Broadcasting Co., licensee of WSFA there. Examiner Donohue's initial ruling explained that during the course of the hearing, he held in default the competitive application of William E. Benns Jr., owner of WBAM Montgomery.

In the Topeka, Kan., hearing for uhf ch. 42, Examiner Elizabeth C. Smith on Oct. 6 issued her initial decision proposing to grant the application of Alf M. Landon, operator of WREN Topeka. The decision was made possible by the withdrawal of a competitive ch. 42 application by R. F. Schoonover.

On Oct. 7 the Commission also ordered another new tv comparative hearing. To be held in Washington commencing Nov. 6, a hearing was scheduled on the applications of F. M. Radio & Television Corp. and Standard Radio & Television Co., both seeking vhf ch. 11 at San Jose, Calif.

The Commission on Oct. 7 also took action concerning the Evansville, Ind., vhf ch. 7 proceeding. Contestants are South Central Broadcasting Corp., licensee of WIKY there; Evansville Television Inc.; On the Air Inc., operator of WGBF, and WFBM Inc., licensee of WEOA Evansville. The case is being heard by Examiner Herbert Sharfman.

Based upon petitions by WFBM Inc. and the Chief of the FCC Broadcast Bureau for review of the examiner's memorandum opinion and order of June 10 concerning the course of the proceeding, the Commission vacated and set aside the examiner's June 10 order and remanded the proceeding to the examiner for the holding of a further hearing conference.

Although FCC determines an applicant's financial qualifications before designation for hearing, the Commission said the examiner may enlarge the hearing issues "on his own motion or on proper petition, to include an issue to determine whether the funds available to the applicant will give reasonable assurance that the proposals set forth in the application will be effectuated, such additional issue to be applicable only to an applicant or applicants concerning whom a reasonable showing is made that such an issue would elicit evidence of a material and relevant nature."

For comparison of hearing case progress, see summaries published in May, July and September [B•T, Sept. 7, July 13, May 18].

Station Authorizations, Applications
(As Compiled By B•T)

Oct. 1 through Oct. 7

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Sept. 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,468	540	101
CPs on air	20	31	†187
CPs not on air	113	21	246
Total on air	2,488	571	† 288
Total authorized	2,601	592	534
Applications in hearing	76	0	122
New station requests	183	5	304
Facilities change requests	143	26	16
Total applications pending	898	94	415
Licenses deleted in Sept.	0	8	0
CPs deleted in Sept.	3	0	5

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

• • •

Am and Fm Summary through Oct. 7

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,496	2,470	135	184	76
Fm	571	548	51	6	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	171	269	440[1]
Educational	8	14	22

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	193	85	278
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	835	337	659	513	1,173[2]
Educational	50		24	26	50[2]
Total	882	337	683	539	1,223[4]

[1] Twenty CPs (6 vhf, 14 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 22 already granted.
[4] Includes 457 already granted.

• • •

Note: Amended processing procedures and revised city priority list (containing only those cities with contested applications) went into effect Aug. 24 [B•T, Aug. 31, 24].

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Terre Haute, Ind.—Wabash Valley Bcstg. Corp. (WTHI-AM-FM), granted vhf ch. 10 (192-198 mc); ERP 316 kw visual, 191 kw aural; antenna height above average terrain 490 ft., above ground 549 ft. Estimated construction cost $468,737, first year operating cost $256,864, revenue $250,000. Post office address 120 S. Seventh Street, Terre Haute, Ind. Studio and transmitter location 120 S. Seventh Street, Terre Haute. Geographic coordinates 39° 27' 54" N. Lat., 87° 24' 24" W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Anton Hulman Jr.** (81.65%), Vice President-Treasurer **J. R. Cloutier** (13.35%) and Secretary **Lester C. Powa.** Grant is subject to judicial determination of appeal by Logansport Bcstg. Corp. (WSAL) against FCC in refusing to move vhf ch. 10 to Logansport, Ind. Granted Oct. 7.

Goldsboro, N. C.—Goldsboro Tv Corp., granted uhf ch. 34 (590-596 mc); ERP 17.8 kw visual, 9.2 kw aural; antenna height above average terrain 470 ft., above ground 493 ft. Estimated construction cost $248,753, first year operating cost $150,000, revenue $150,000. Post office address 270 Park Ave., New York. Studio location to be determined, Goldsboro. Transmitter location U. S. Hwy. 117, 0.7 mi. N of Goldsboro city limits. Geographic coordinates 35° 25' 00" N. Lat., 77° 59' 22" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May**, no interest, executive of Ladenburg Thalman Co., New York investment house which has 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney; Secretary **George Becker** (22%), New York attorney, plus three New York individuals and two corporations. Grant is subject to condition that Mr. Becker dispose of his interest in permittee or interest in any other permittee, thus limiting his interests in tv stations to five. Granted Oct. 1.

Madison, Wis.—Wisconsin State Radio Council, granted noncommercial educational uhf ch. 21 (512-518 mc); ERP 10.7 kw visual and 5.37 kw aural; antenna height above average terrain 230 ft., above ground 297 ft.; estimated construction

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cost $300,000, first year operating cost $50,000. Post office address Vernon W. Thomson, Attorney General, State Capitol. Studio and transmitter location on campus of U. of Wisconsin. Geographic coordinates 43° 04' 34.2" N. Lat., 89° 24' 06" W. Long. Transmitter GE, antenna Andrew Corp. Legal counsel state attorney general. Consulting engineer Glenn Koehler, technical director, Wisconsin State Radio Council. Granted Oct. 7.

APPLICATIONS

Oakland, Calif.—KROW Inc. (KROW) files new application for vhf ch. 2, ERP to 100 kw visual and 50 kw aural; antenna height above average terrain 1,638 ft. KROW had pending in hearing an application for ch. 11 when the tv freeze was imposed. Filed Sept. 29.

Hibbing, Minn.—North Star Tv Co., vhf ch. 10 (192-198 mc); ERP 10.1 kw visual, 5.07 kw aural; antenna height above average terrain 633 ft., above ground 437 ft. Estimated construction cost $180,000, first year operating cost $150,000, revenue $170,000. Post office address % Q. J. David, 3100 First National Bank Building, St. Paul, Minn. Studio location to be determined. Transmitter location Maple Hill. Geographic coordinates 47° 22' 52" N. Lat., 92° 57' 18" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **Q. J. David** (6.16%), president of David Inc., St. Paul advertising agency, and 1.9% stockholder WTCN-AM-FM-TV Minneapolis, Minn.; Vice President **William Peters** (6.25%), meat products; Treasurer **Ryland Rothschild** (12.5%), secretary and 9.09% stockholder WSPT Stevens Pt., Wis.; Secretary **Roland Faricy** (12.5%), 9.09% stockholder WSPT; **Oliver Skellet** (12.5%), 9.09% stockholder WSPT, and **Walter Villaume** (6.25%), 9.09% stockholder WSPT. Filed Sept. 30.

Asheville, N. C.—William W. Orr, vhf ch. 13 (210-216 mc); ERP 56.3 kw visual, 33.8 kw aural; antenna height above average terrain 831 ft., above ground 287 ft. Estimated construction cost $222,471.60, first year operating cost $130,000, revenue $150,000. Post office address 107 Jackson Bldg., Asheville. Studio location to be determined. Transmitter location Sunset Mt. Geographic coordinates 35° 37' 16" N. Lat., 82° 31' 58" W. Long. Transmitter and antenna RCA. Consulting engineer George P. Adair Engineering Co., Washington. Mr. Orr is in local real estate, insurance, public accounting and tax practice. Filed Oct. 6.

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APPLICATIONS AMENDED

Little Rock, Ark.—Arkansas Tv Co. amends application for vhf ch. 11 to change antenna height above average terrain to 1,756 ft. Filed Sept. 21.

Fresno, Calif.—California Inland Bestg. Co. (KFRE) amends application for vhf ch. 12 to change ERP to 233 kw visual and 117 kw aural. Filed Sept. 29.

Hartford, Conn.—General Teleradio Inc. amends application for uhf ch. 18 to specify as vice presidents James M. Gaines, Dwight W. Martin and Julius F. Seebach Jr.; change ERP to 210 kw visual and 112 kw aural; transmitter location to Montevideo Road, Avon, Conn.; antenna height above average terrain to 730 ft. Filed Sept. 23.

Terre Haute, Ind.—Wabash Valley Bestg. Corp. (WTHI) amends application for vhf ch. 10 to change ERP to 189.7 kw visual; antenna height above average terrain to 491 ft. Filed Oct. 6.

Des Moines, Iowa—Cowles Bestg. Co. (KRNT) amends application for vhf ch. 8 to specify as assistant treasurer Clair W. Giles; change ERP to 316 kw visual and 158.5 kw aural; antenna height above average terrain to 623 ft. Filed Sept. 16.

Portland, Me.—Murray Carpenter & Assoc. amends application for vhf ch. 13 to change ERP to 91.41 kw visual and 54.83 kw aural; antenna height above average terrain to 870 ft. Filed Sept. 24.

Durham, N. C.—Durham Bestg. Enterprises Inc. (WTIK) amends application for new tv station on vhf ch. 11 to change ERP to 316 kw visual and 170 kw aural; transmitter location to rural area 9 miles N of Durham; studio location to 110-112-114 East Geer St., Durham; antenna height above average terrain to 698 ft. Filed Oct. 2.

Ft. Worth, Tex.—Ft. Worth Tv Co. amends application for vhf ch. 10 to specify vhf ch. 11 (198-204 mc); ERP 316 kw visual and 158 kw aural; antenna height above average terrain 989 ft. Filed Oct. 2.

Washington, D. C.—Washington Metropolitan Tv Corp. (WGMS) amends application for uhf ch. 20 to change ERP to 188 kw visual and 97.28 kw aural; antenna height above average terrain to 519 ft. Filed Sept. 14.

Madison, Wis.—Wisconsin State Radio Council amends application for uhf ch. 21 to change ERP to 11.9 kw visual and 5.95 kw aural; antenna height above average terrain 233.8 ft. Filed Sept. 28.

APPLICATION DISMISSED

Terre Haute, Ind.—John R. Fieg granted dismissal of bid for new tv station on vhf ch. 10 at request of attorney. Dismissed Oct. 6.

Existing Tv Stations . . .

ACTIONS BY FCC

KFIA (TV) Anchorage, Alaska—Kiggins Rollins granted STA to operate commercially on vhf ch. 2 for the period ending March 29, 1954. Granted Sept. 29; announced Oct. 6.

KCCC-TV Sacramento, Calif.—Capital City Tv Corp. granted STA to operate commercially on uhf ch. 46 for the period ending Feb. 26, 1954. Granted Sept. 25; announced Oct. 6.

KBOI (TV) Meridian, Idaho — Boise Valley Bestrs. Inc. granted STA to operate commercially on vhf ch. 2 for the period ending Oct. 9. Granted Sept. 29; announced Oct. 6.

WICS (TV) Springfield, Ill.—Plains Tv Corp. granted STA to operate commercially on uhf ch. 20 for the period ending Feb. 25, 1954. Granted Sept. 25; announced Oct. 6.

KNOE-TV Monroe, La.—James A. Noe granted STA to operate commercially on vhf ch. 8 for the period ending Oct. 7. Granted Sept. 25; announced Oct. 6.

WWTV (TV) Cadillac, Mich.—Sparton Bestg. Co. granted STA to operate commercially on vhf ch. 13 for the period ending March 8, 1954. Granted Sept. 29; announced Oct. 6.

WRTV (TV) Asbury Park, N. J.—Atlantic Video Corp. granted modification of CP for uhf ch. 58 to change ERP to 17 kw visual and 9.12 kw aural; antenna height above average terrain 444 ft. Granted Sept. 28; announced Oct. 6.

WAYS-TV Charlotte, N. C.—Inter-City Advertising Co. of Charlotte granted modification of CP for uhf ch. 36 to change ERP to 138 kw visual and 70.8 kw aural; change transmitter location to Oakdale Rd., NW of Charlotte; antenna height above average terrain 564 ft. Granted Sept. 28; announced Oct. 1.

WXEL (TV) Cleveland, Ohio—Empire Coil Co. granted modification of CP for vhf ch. 9 to change ERP to 191 kw visual and 112 kw aural; antenna height above average terrain 1,000 ft. Granted Sept. 29; announced Oct. 6.

WQED (TV) Pittsburgh, Pa. — Metropolitan Pittsburgh Educational Tv Station, granted modification of CP for vhf ch. 13 to change ERP to 26.3 kw visual and 13.2 kw aural; studio location to 4337 5th Ave., Pittsburgh; antenna height above average terrain 620 ft. Granted Sept. 29; announced Oct. 6.

WLAC-TV Old Hickory (Nashville), Tenn.—Life and Casualty Ins. Co. (WLAC) granted modification of CP for vhf ch. 5 to change studio location to 181 Third Ave., North, Nashville; antenna height above average terrain 930 ft. Granted Oct. 2; announced Oct. 6.

KGBS-TV Harlingen, Tex.—Harbenito Bestg. Co. granted STA to operate commercially on vhf ch. 4 for the period ending Jan. 20, 1954. Granted Sept. 25; announced Oct. 6.

KFBC-TV Cheyenne, Wyo.—Frontier Bestg. Co. granted modification of CP for vhf ch. 5 to change ERP to 100 kw visual and 50 kw aural; studio and transmitter location to 3rd St. between Evans and Van Lennen, Cheyenne; antenna height above average terrain 520 ft. Granted Oct. 2; announced Oct. 6.

STATION DELETED

WNOH (TV) Northampton, Mass.—Regional Tv Corp. granted deletion of station on uhf ch. 36 at request of attorney. Deleted Sept. 23.

APPLICATIONS

WRBL-TV Columbus, Ga.—Columbus Bestg. Co. (WRBL) seeks modification of CP for vhf ch. 4 to change ERP to 27.4 kw visual and 14.75 kw aural; antenna height above average terrain 332 ft. Filed Oct. 2.

KETC (TV) St. Louis, Mo.—St. Louis Educational Tv Commission seeks modification of CP for vhf ch. 9 to change ERP to 29.1 kw visual and 14.6 kw aural; transmitter location to 5100 Berthold Ave., just W of St. Louis Univ. High School; studio location designated as McMillan Hall on Washington Univ. campus, University City, Mo.; antenna height above average terrain 559 ft. Filed Sept. 28.

WTVN (TV) Columbus, Ohio—WTVN Inc. seeks modification of CP for vhf ch. 6 to change studio location to 753 Harmon Ave., Columbus; antenna height above average terrain 573 ft. Filed Sept. 28.

WJAR-TV Providence, R. I.—The Outlet Co. seeks modification of CP for vhf ch. 10 to change ERP to 316 kw visual and 167 kw aural; antenna height above average terrain 924 ft. Filed Oct. 1.

KFYO-TV Lubbock, Tex.—Plains Radio Bestg. Co. seeks modification of CP for vhf ch. 5 to change studio location to 908 Avenue J, Lubbock; antenna height above average terrain 850 ft. Filed Sept. 23.

KMID-TV Midland, Tex.—Midessa Tv Co. seeks modification of CP for vhf ch. 2 to change ERP to 23.276 kw visual and 14.017 kw aural; studio location to Bldg. T-48 Midland Air Terminal; transmitter location to 1 mi. S of City on Tower Rd., Midland; antenna height above average terrain 498 ft. Filed Oct. 1.

APPLICATIONS AMENDED

KFIF (TV) Fairbanks, Alaska—Kiggins & Rollins seek modification of CP for vhf ch. 2 to change studio and transmitter location to Polaris Bldg., 1st and Lacy Sts., Fairbanks; correct coordinates to 64° 50' 42" N. Lat., 147° 42' 52" W. Long.; antenna height above average terrain 111.2 ft. Filed Sept. 24.

KOA-TV Denver, Colo.—Metropolitan Tv Co. seeks modification of CP for vhf ch. 4 to change coordinates to 39° 43' 50" N. Lat., 105° 14' 07" W. Long.; antenna height above average terrain 102 ft. Filed Sept. 28.

New Am Stations . . .

ACTIONS BY FCC

Denver, Colo.—Francisco V. (Paco) Sanchez granted 1220 kc 1 kw daytime. Post office address 3036 Elm St. Granted Oct. 7.

Waynesboro, Ga.—Burke County Bestg. Co. granted 1310 kc, 1 kw daytime, antenna 250 ft. above ground. Estimated construction cost $22,800, first year operating cost $24,000, revenue $36,000. Principals include President **Roy Fletcher Chalker** (33⅓%), 50% partner of C & G Printing Co. (commercial printing), Waynesboro, Ga.; Vice President **Memory King Tucker** (33⅓%), owns 50 sh. non-voting stock of WJBF Augusta, 50% of Waynesboro Gin Co., sole owner of farms and ranches in Burke Co., Ga.; Secretary-Treasurer **Howard C. Gilreath** (33⅓%), manager of WVOP Vidalia, Ga., and sole owner of City Radio Clinic, Vidalia. Granted Oct. 7.

Lafayette, Ga.—Radio Dixie (WSNW Seneca, S. C.), granted 1590 kc, 5 kw daytime. Estimated construction $30,150, first year operating expense $37,500, revenue $50,000. Principals include General Manager **J. A. Gallimore** (50%) and Treasurer **Virginia Fant Gallimore** (50%). Mr. Gallimore is sole owner of *The Seneca Journal*, Seneca, S. C., the ½ owner of WSSC Sumter, S. C. Post office address Lafayette, Ga. Granted Oct. 7.

Beaufort, S. C.—Beaufort Bestg. Co., granted 980 kc, 1 kw daytime, antenna height 240 ft. Estimated construction cost $14,854, operating cost $35,000, revenue $45,000. Principals include general partners **Louis M. Neale Jr.,** general manager, WALD Walterboro, S. C.; and **John M. Trask.** Post office address % Louis M. Neale Jr., Forest Hills, Walterboro, S. C. Granted Oct. 7.

Staunton, Va.—Lloyd Gochenour, Willard F. Gance and Charles E. Heatwole, granted 900 kc, 1 kw daytime. Estimated construction cost $22,513.88, first year operating cost $26,886, revenue $31,038.50. Principals in partnership are President **Willard F. Ganoe** (60%), manufacturer of hardwoods, Vice President **Rev. Lloyd Gochenour** (20%), and Treasurer **Charles E. Heatwole** (20%), farming and custom machine works. Post office address % Lloyd Gochenour, Box 209 Harrisonburg, Va. Granted Sept. 30.

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APPLICATIONS

Oxnard, Calif.—Grant R. Wrathall, 910 kc, 1 kw daytime. Estimated construction cost $15,335, first year operating cost $32,500, revenue $38,000. Mr. Wrathall is ½ owner KICU (TV) Salinas, Calif.; ¼ owner KUTV (TV), KUTA (AM) and KUTF (FM) Salt Lake City, Utah; has 12.5% interest of KIFI Idaho Falls, KWIK-AM-TV Pocatello and KLIX-AM-TV Twin Falls, all in Idaho, and has 16.75% interest in KOPR-AM-TV Butte, Mont. Post office address Apton, Calif. Filed Sept. 30.

Franklin, La.—Cyril W. Reddoch and Ralph L. Hooks d/b as Dixieland Bcstg. Service, 1590 kc, 1 kw daytime. Estimated construction cost $16,130, first year operating cost $32,000, revenue $44,000. Principals in partnership are **Cyril W. Reddoch** (⅓), ½ owner KDLA De Ridder, La., and KREH Oakdale, La., and ⅓ owner KDBS Alexandria, La., and **Ralph L. Hooks** (⅓), ⅓ owner KDBS. Post office address % Cyril W. Reddoch, Box 46, De Ridder, La. Filed Sept. 23.

Newburyport, Mass.—Theodore Feinstein, 1340 kc, 250 w unlimited. Estimated construction cost 18,391, first year operating cost $35,000, revenue $50,000. Mr. Feinstein is president and owner WTSA Brattleboro, Vt., and president-treasurer and 88% stockholder WLYN Lynn, Mass. Post office address 185 Devonshire St., Boston. Filed Sept. 28.

Redwood Falls, Minn.—Charles B. Persons, 1490 kc, 250 w unlimited. Estimated construction cost $14,833.05, first year operating cost $54,000, revenue $60,000. Mr. Persons is director of engineering of Arrowhead Network. Post office address 2219 Vermillion Rd., Duluth. Filed Oct. 2.

Wellsville, N. Y.—J. S. Mumma, J. M. Cleary, J. H. Sutterwhite, J. E. Ericson and C. S. Bromeley d/b as Radio Service of Wellsville, 790 kc, 1 kw daytime. Estimated construction cost $22,973.27, first year operating cost $35,000, revenue $50,000. Principals in partnership are **Joseph M. Cleary** (12½%), manager WESB Bradford, Pa., and executive editor *Bradford Era*; **J. S. Mumma** (12½%), hotel manager; **Jean E. Ericson**

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Experienced morning man wanted immediately for growing market. Your ability will determine salary. Forward full information and audition to Box 96A, B•T.

Help Wanted—(Cont'd)

To an announcer seeking unlimited future. Outstanding opportunity for topnotch news and pop music man. If you think you qualify, reply Box 105A, B•T.

Early morning disc jockey, for middle west NBC radio and television station. Send picture, complete background, references, starting salary and air check of disc jockey show. Box 121X, B•T.

Ad-libber, madcap wit, "happy" voice, DJ. Funny ad-lib quips about records. Do "bopster" voice, Stan Freberg, Bob and Ray character voices, stage-screen impersonations. Midwest. Single. Box 131A, B•T.

Combo man with first class ticket for central Pennsylvania AM-FM. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5 day week. Paid vacation. Car necessary. Send resume. Salary $76.00. Box 135A, B•T.

Experienced announcer for important western Michigan network station. Marvelous opportunity for advancement. Submit photo, tape and resume. Box 136A, B•T.

CBS affiliate in Rocky Mountain area has immediate openings for two staff men. Desire one licensed man capable of announcing and engineering and one staff announcer. Send audition resume and wage required to KBOW, Butte, Montana.

Announcer-engineer, first class. Emphasis announcing ability, not experience. Needed immediately. Excellent working conditions, car required. Top pay, permanent position for right man. Tapes returned. Send full resume to Gene Reiff, KCIM, Carroll, Iowa.

Good, experienced, play-by-play sports man. Football, basketball, class A baseball. Needed immediately, our man moved up to the big-time. Send tapes, references, picture, salary requirements. TV sportscast. Program Director, KCSJ, Pueblo, Colorado.

Immediate opening for good morning man at leading CBS station in southwest major market. Opportunity for advancement, pleasant working conditions at station affiliated with television and newspaper. Send audition tape, photo, background resume immediately to Bruce Barnard, KROD, El Paso, Texas.

Immediate opening for experienced staff announcer, good pay. No combo work. Write or call M. G. Rogers, WCNT, Centralia, Illinois.

Announcer-engineer, first phone. 1000 watt daytime indie. Emphasis on announcing. Operate board. Send tape, photo and references to WLSD, Big Stone Gap, Virginia. Starting salary $75.00.

WPAZ, Pottstown, Pa., kw daytimer needs announcer, disc jockey.

Radio and television opportunity at 5000 watt CBS affiliate and year old UHF station for staff announcer, year or more experience. Company paid pensions, hospitalization and free life insurance. Send tape and photograph to Personnel Director, WSBT-TV, South Bend, Ind.

Staff announcer wanted for radio station with congenial staff. Insurance, hospitalization and vacation. Day shift. Experienced only. Prefer man who can compile and write local news. Contact Charles Melton, WSIC, Statesville, North Carolina.

Experienced announcer by Mutual affiliate in lake and citrus area. Contact Larry Rollins, WSIR, Winter Haven, Florida..

CBS affiliate in central Illinois needs versatile, experienced announcer. Run board if possible. Excellent salary. Send tape or disc and full details to WSOY, Decatur, Illinois.

Help Wanted—(Cont'd)

At once, announcer—first phone, or announcer some experience. WVOS, Liberty, New York.

Technical

Immediate openings. First phone men. AM and TV. Experienced or inexperienced. Contact David Prozzo, LU 1292 IBEW, 212 South Jefferson, Peoria, Illinois.

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Immediate openings for first phone men at regional affiliate in eastern Penna. Studio and transmitter work, no announcing. Drivers license required. Experience preferred, but not necessary. Box 38A, B•T.

Chief engineer southern kilowatt, daytime remote control. Must know his business. Salary based on ability. Write Box 85A, B•T.

Combo man, with first phone, prefer experience. Emphasis on announcing. Permanent. Write fully. KSGT, Fremont, Nebraska.

Suburban Chicago AM-FM first class engineer to become Chief Engineer. Immediate opening. Phone Ed Wheeler, WEAW, Evanston, Illinois.

Immediately. Chief engineer. WKNK, 5000 watts day and night. Muskegon, Michigan.

Immediate opening for experienced chief engineer and announcers. Good working conditions. Excellent pay. Give salary requirements, past experience first letter. William Blizzard, WMJM, Cordele, Ga.

Experienced, First class transmitter engineers for 5 kw AM, FM and television. CBS affiliate. TV expansion creates opportunities to join WTOC, Savannah's pioneer station. Write to Kyle E. Goodman, Chief Engineer, WTOC, Savannah, Georgia.

Production-Programming, Others

Midwest. Attractive offer for experienced program director, news editor combination. Top working conditions, paid insurance, vacations. Income based on individual. Send complete details first letter. Box 70A, B•T.

At once experienced female copy writer, some air work. Good pay, paid vacations, insurance, sick leave. Send complete details first letter. Midwest. Box 71A, B•T.

Young man with two to four years experience in programming and announcing to carry early morning shift and program duties of progressive independent operation. Good working conditions, excellent salary, wonderful opportunity for man with real program and commercial knowhow. Send photograph, references and audition first letter. Box 94A, B•T.

Newsman gather and broadcast local news for hard-hitting CBS community station. Work 7 A.M. to noon plus P.M. phone calls. Some evening meetings. We want quality. Salary open. Box 118A, B•T.

Opportunity for a young man or woman advertising copywriter to change jobs and live in New Orleans, one of America's most interesting cities. You will be working for a mass appeal radio station with a successful approach in developing unusual transcribed commercials. You will have full opportunity to use imagination and initiative and gain valuable experience. Previous experience writing hard hitting advertising copy required. The pay is $325. a month to start, plus annual bonus. Private air-conditioned office, vacation with pay, health insurance. Write giving full details, experience, education and references. Replies confidential. WBOK, 505 Baronne Street, New Orleans, Louisiana.

Television

Managerial

Man with TV sales experience needed immediately. New VHF station in midwest to become TV sales manager. Rush information to Box 100A, B•T.

Help Wanted—(Cont'd)

Salesmen

We seek the services of a top flight, experienced sales administrator for our television operations shortly to be opened in the Portland-Vancouver area. Apply in writing giving all details you would seek were you in our position. Box 92A, B•T.

Experienced local TV salesman. VHF. Metropolitan population 250,000. Best accounts available. Write confidentially to J. H. Manning, Vice President, WJBF-TV, Augusta, Georgia.

Announcer

Producer-announcer. TV experience necessary. Must be good at on-camera commercial delivery. Good base plus talent at four-year-old TV station in excellent southeast market. Send full personal and professional details, small photo, salary requirements first letter. Box 945X, B•T.

Technical

New TV station in midwest has opening for technical director with wide experience to supervise present 5000 watts AM station and install supervise and maintain VHF station serving as administrative assistant in charge or engineering, also need film man, producers, camera men, announcers. Send full details to Box 98A, B•T.

Production-Programming, Others

Television producer: Opportunity with growing agency in midwestern city. Must have one or more years of actual experience behind the camera. This job requires man with creative technique for translating advertising messages into visual form on TV screen. Write stating age and essential personal information and salary needs. Write Box 69A, B•T.

New VHF station in middle west needs man with TV programming experience to act as assistant manager in charge of program operations. Extensive local operation excellent opportunity for right man. Send complete details to box 99A, B•T.

Situations Wanted

Managerial

General manager. Highly successful southern regional seeking permanent relocation midwest or mid-Atlantic. Move of family consideration. Excellent management and sales record. Top industry, business and personal references. Box 1A, B•T.

General and/or commercial manager or administrative assistant. Radio or TV. 16 years experience in those capacities. Top references. Family man with thorough knowledge complete operation. Now employed south. Box 119A, B•T.

Successful general manager strong on sales and administration wants greater opportunity with permanency. Secondary market experience. Young and aggressive. Top references. Box 125A, B•T.

Announcers

Experience-versatility. Experience in all phases announcing, production and programming. No flash in pan, just solid radio that sells. Heavy on news, special events, sports play-by-play. Prefer south, but consider all. Box 74A, B•T.

Announcer. Recent graduate, little previous experience, willing to learn, can operate board. DJ shows, newscasts, third class ticket. Resume and tape upon request. Box 75A, B•T.

Three years experience. Relaxed DJ, news. Employed large market midsouth network affiliate. College graduate, 25. Prefer northeast city over 75,000. Box 78A, B•T.

Combination man presently employed. Desires straight announcer position in larger California city. Handles commercials, news, records equally well. Married veteran. Box 79A, B•T.

Announcer. First phone. 19 months network station experience. Desires to specialize studio operation, some announcing, or all night DJ. Southwest preferred. Box 80A, B•T.

14 months training as announcer, some experience. Desires position small station. South. Staff also hillbilly DJ. Box 81A, B•T.

Situations Wanted—(Cont'd)

Versatile staff announcer, seven years experience, solid newsman, excellent play-by-play, desires connection with big operation. Preferably eastern seaboard. Prefer personal interview. Married, reliable, sober. Box 87A, B•T.

Announcer-producer, experienced, available immediately. Highly trained. Reply Box 95A, B•T.

Part-time DJ late evening or early AM. Within 100 miles of Chicago. Now employed. Can sell. Box 101A, B•T.

Staff announcer and singing DJ, emcee. Character impersonations. Play-by-play basketball. Knowledge of collector's items—large collection. Prefer midwest, but not necessity. Veteran, experienced. Presently employed as announcer-news director. Box 104A, B•T.

Experienced announcer, strong news, DJ, commercials. Veteran, free to travel. Box 111A, B•T.

DJ, news, strong sports, good commercial writer, versatile, ambitious, will be asset to your station. Draft exempt. Free to travel. Tape and resume upon request. Box 112A, B•T.

Negro DJ, news, personality. Control board, married, veteran, some experience. Well trained. Tape available upon request. Free to travel. Box 113A, B•T.

DJ, news sports, strong commercials, control board. Ambitious and conscientious, single, veteran, free to travel, tape and resume upon request. Box 114A, B•T.

Commercials, news, DJ, versatile, conscientious and ambitious. Single, veteran, free to travel. Tape and resume upon request. Box 115A, B•T.

Versatile announcer. Now employed net 5 kw regional. Some TV experience. Good voice, capable, reliable. Best references. Box 122A, B•T.

Announcer, negro, DJ, news, personality. Control board. Married, veteran. Some experience, well trained. Tape available on request. Free to travel. Box 129A, B•T.

Announcer, commercials, news, DJ, versatile, single, veteran. Some experience, well trained. Tape available on request. Free to travel. Box 130A, B•T.

Announcer, experienced, staff, commercials, news, platters; emphasis sports. Permanent connection. Young, reliable, draft exempt. Restricted ticket. Travel. References. Background audition. Box 133A, B•T.

Announcer, news, commercials, DJ, combo man. Young, draft exempt, ambitious, light experience. Tape and resume on request. Box 134A, B•T.

Announcer. Capable. News and weather specialist. Seeks position with large market radio or TV station. Three years experience. Box 137A, B•T.

Staff, news, DJ, audience emcee, write copy. Central north, northwest, or Canada only. Tape, references. Available now. Box 138A, B•T.

Announcer (negro). Trained under actual broadcasting conditions by network professionals. Strong on news, commercials, disc jockey, special events, and sportscasting. News editing and copywriting. Board operation. College background. Box 139A, B•T.

38 years old, married, youngster. Sportscasting for ten years, high school and college basketball, football, major league recreation, interview type shows, some TV experience, and management of radio station for four years. Desirous of change for many reasons. Prefer west coast or Florida area but primarily interested in advancement. Box 140A, B•T.

Announcer. Six years experience. Family man. Capable sales. East coast preferred. Box 142A, B•T.

Announcer. Colored disc jockey, news, personality, control board, single, veteran. Some experience. Well trained. Tape available upon request. Free to travel. Box 147A, B•T.

Two announcing students interested in first jobs. Have limited experience. 1000 watt FM radio station. Very ambitious. Box 149A, B•T.

Announcer. Capable, mature, married man, having several years radio experience, seeks advancement to metropolitan market. Effective air salesmanship; strong news delivery. Box 151A, B•T.

Situations Wanted—(Cont'd)

Colored DJ, personality, rhythm, blues, spirituals, some experience, high potential, board man, anxious to get ahead. Tape, references, married, travel. James Byrd, 106-18 Ruscoe, Jamaica, New York.

Announcer-experienced: staff, sports. Permanent. Background, resume, audition. Andy Denonn, 169 Columbia Heights, Brooklyn, New York. Main 4-5088.

Round the clock experience. Announcer, PD, first phone. Deep resonant voice, plenty of listener appeal. Available immediately. Joe Greco, 635 Hemlock Street, Scranton 5, Pa. Phone 2-1180.

Versatile combo man, small station experience. DJ, news, sports. Brad Harris, 331 Alabama Avenue, Brooklyn 7, New York. Hyacinth 8-5479.

Staff experience kilowatt indie. News, sports, record shows. Single, draft exempt, will travel. Tape and references. Presently employed but available immediately. Bert Maskin, 316 West Locust, Johnson City, Tennessee.

Announcer, disc jockey, sports, board, veteran. Experience limited. Resume, tape. Available. Bob Stuart, 90-11 149th Street, Jamaica, New York.

Announcer-engineer. First license, good commercial delivery, good voice, experienced. $75. minimum. Box 315, Rushville, Nebraska, or phone 286-J.

Technical

First phone. Studio or transmitter day, night. In or near New York. Box 77A, B•T.

Engineer, first phone, 4½ years experience, married, have car, no announcing. Available November 25th. Box 97A, B•T.

Audio engineer, 13 years, 50 kw. Studio and remotes. Single veteran. Union. Car. Musician. Box 106A, B•T.

Straight engineer, first phone, 3 years varied experience, available. Box 120A, B•T.

Combo with first phone presently employed as chief engineer, news and sportscaster. Married. Dependable. Veteran. Desire position in south or southwest. Would accept straight engineering job if opportunity for TV. Box 141A, B•T.

Chief engineer, presently employed as chief of 5 kw. Age 37. 14 years experience. Capable of taking complete charge of AM-TV including installation work. Several years of consulting work. Box 144A, B•T.

Production-Programming, Others

Newsman, top qualifications, best of references, ability to draw and keep large following. Experienced at writing own material. Desires to join progressive, news-minded station. Box 31A, B•T.

New director-superior man for news conscious station. Ten years experience. Excellent announcer. Box 73A, B•T.

Program director. Network or indie. Experienced, conscientious. Sensible programming, efficient personnel management. Competent announcer. Box 86A, B•T.

Newscaster, with administrative experience, first class license, college degree, married. Box 89A, B•T.

News editor—experienced gathering writing, editing, broadcasting news. Journalism B.S., area UP correspondent, vet, family man. Presently employed but dead-ended promotion-wise. Seeks radio/TV employment in news capacity. Box 143A, B•T.

Continuity writer, male, college graduate. English major. Graduate study radio-television broadcasting. Single, 26, will relocate. New England preferred, but not necessary. Anxious to get started. References. Replies answered. Urgent. Box 145A, B•T.

Leaving New York for San Francisco. Have copyrights on two terrific radio-TV shows. Interested? Don Keating, 2419 St. Paul Boulevard, Rochester, New York.

(Continued on next page)

XUM

Situations Wanted—(Cont'd)

Television

Managerial

General or commercial manager experienced all phases TV operation. Small-large markets. Presently employed. Will accept position on percentage basis. Box 2A, B•T.

Executive position, television, west coast, 37; 13 years radio, 5 years television, all phases, primarily performer, writer, director. College major journalism. Currently top-rated newscaster major midwest market. Box 88A, B•T.

Salesmen

Top calibre salesman. Advertising graduate. Highly recommended. Four years proven record advertising sales in radio and with national publisher. Wishes TV opportunity, hard work and future. Box 84A, B•T.

Technical

Television engineer, seven years in television broadcasting. Supervisory experience, presently employed. Desires contacts for immediate or future opportunity. Box 123A, B•T.

Supervisory position in TV. Excellent experience in AM construction, maintenance and installation. One year studio TV operation. Box 146A, B•T.

Studio technician/floor man thoroughly trained on RCA camera chain. Good electronic background, draft exempt. Will relocate, resume on request. William Heller, 763 East 52nd Street, Brooklyn, New York.

Production-Programming, Others

I am now making excellent salary as production manager of established station. Want to put my TV experience to the acid test. Would like to assume full responsibility of all production problems for new grantee. May I send you more information? Box 82A, B•T.

Administrator-film buyer, with broad radio and communications background, A.B. and LL.B. degrees married. Box 90A, B•T.

Program director. Currently producer-director at one of America's top medium market television stations. Desire to advance with new operation. Commercially proven ideas. Can train staff. Box 110A, B•T.

Versatile director, photographer—has own sound 16 MM equipment. Filmed Branch Rickey for ABC-TV Network "Comeback Story" October 9. Prefer midwest. Box 116A, B•T.

Producer-director immediately for midwest station. 4½ years in operation. Send resume, phone number to Box 150A, B•T.

For Sale

Stations

West coast: 1000 watt. Rich agricultural. $150,000 price but can be financed locally for 80%. Box 68A, B•T.

Equipment, etc.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

For sale General Radio Co. modulation monitor, type 731-A or will trade for good equipment rack. Box 65A, B•T.

210 ft. guyed tower, galvanized, mfg. by Tower Construction Co., A-3 lighting. Contact WRAY-TV, Princeton, Ind.

For Sale—(Cont'd)

Complete 1 kw FM station including RCA, BTF-1C transmitter, console, antenna, tower, station monitor. Box 67A, B•T.

Used VHF transmission line. Good for high or low band. Manufactured by communications products. 842 feet of 6⅛" line. Also bends, reducers, and connectors plus standoff insulations, suspension hangers, messenger cables and all accessories. For complete descriptions and details write Chief Engineer, Box 76A, B•T.

Power tubes: one new Federal 862-A; four new RCA 827-R; four WL 892 used approx. 5,000 hrs. Will sell at loss. Make offer. Box 91A, B•T.

Studio transmitter link model 707, manufactured by Radio Engineering Laboratories, complete with tubes, crystals and instruction books. New and never used. Perfect operating condition. Price $2,500. Box 102A, B•T.

175 ft self-supporting Andrews tower now installed on top of hotel building. Any reasonable offer will be considered. Box 117A, B•T.

One Shure model 51, $20.00, new. One Electra-Voice mike and stand model 630, $30.00, new. One RMC Universal pick-up and filter, $40.00, good. One Rauland PA model W821, $90.00, good. One HP 350-B attenuator, $45.00, good. Two Presto CN T.T. with GE pick-up and pre-amp, $600.00, good. One Ampex model 401A, $750.00, excellent. One 1942 G.M.C. mobile transmitter truck equipped with 100 watt FM composite transmitter, fair. 160' Cyclone fence, excellent condition, 8' tall. Box 127A, B•T.

10 kw AM transmitter, RCA type BTA-10F, with control console complete set tubes and some spares $17,500.00. FOB Duluth. Also approved AM freq. and mod. monitors, ant. terminating and phasing components available. Inquire John M. Sherman, WCCO-TV, Minneapolis, Minn.

Truscon, self-supporting tower, model H-30, 270 feet, dismantled AM-UHF-TV, with lights, ready for shipment. Best offer. WOKY-TV, Milwaukee, Wisconsin.

Tapak, famous springwound walkie broadcast quality tape recorders. Demonstrators, new guarantee. Regular $318.00, only $198.50. Mike and headset $11.45 extra. Broadcast Equipment Specialties Corp., 135-01 Liberty Ave., Richmond Hill 19, New York.

1—220 ft. used self-supporting Skyline tower which will support a lightweight TV antenna; 1—600 ft. new guyed skyline tower designed to support heavy TV antenna. This equipment is reasonably priced and quotations will be rendered upon request. Skyline Tower Company, 2436 West 59th St., Chicago 29, Ill.

Wanted to Buy

Stations

Buyer for middlewest 250 to 5,000 watt independent or affiliate station. Full details kept confidential. Box 83A, B•T.

Equipment, etc.

Would like to locate good used 10 kw transmitter. Box 13A, B•T.

1 used RCA 70-C1 or D with BA2C preamplifier or equivalent. Box 19A, B•T.

FM broadcast transmitter RCA type BTF-250A. Hours of use and condition immaterial. Box 103A, B•T.

FM station frequency and modulation monitor. Must be in good condition and very reasonably priced. Box 108A, B•T.

Wanted to Buy—(Cont'd)

Type 119-A limiter progar made by Langevin. Excellent. Box 128A, B•T.

One 8 bay FM side mount antenna, Collins or Andrews, to operate on 92.9 MC. KREM, Spokane, Washington.

Need one kilowatt transmitter that will withstand technical inspection. William Blizzard, WMJM, Cordele, Georgia.

General Radio 916A R.F. bridge. State price and condition. George Woods, 127 West Liberty Street, Rome, New York.

Miscellaneous

Radio-TV stations. Purchase, sales, financing. Advertising sales representation in New York area. Donald Hilliard, 1697 Broadway (CBS Building), New York, New York.

FCC licenses quickly by correspondence. Also new 8-weeks resident class begins November 9. **Grantham School of Electronics,** 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

There's always an opening for qualified radio personnel in one of Oklahoma's 46 Radio Stations. One contact covers the state. Apply to—Guy Farnsworth, KCRC, Enid, Okla., Secretary, Oklahoma Broadcasters Association.

Television

Salesmen

CAN YOU SELL TELEVISION intelligently in productive, non-competitive, prestige-high market and direct activities of other salesmen? Must have excellent radio or television sales record and references. Offer work with outstanding staff. Fine family living conditions, good salary and future incentives. Write Box 93A, B•T.

For Sale

Equipment, etc.

for sale

RCA FIELD SYNC GENERATOR
G.E. FILM CAMERA

both nearly new

KGUL-TV, Galveston, Texas

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

▶ ▶ ▶ FOR SALE ◀ ◀ ◀

Low-band VHF television equipment

WNHC-TV is moving from channel 6 to 8 in November and will have channel 6 equipment for sale.

ALL YOU NEED TO GO ON THE AIR!

See the equipment in operation covering Connecticut, Western Massachusetts and Eastern Long Island. . . .

Inquire Chief Engineer, P.O. Box 185 New Haven, Conn.

(25%), hotel owner; **Catherine S. Bromeley** (25%), hotel owner, and **J. H. Satterwhite** (25%), hotel owner. Post office address % J. S. Mumma, 51-57 N. Main St., Wellsville. Filed Sept. 28.

Columbus, S. C.—Frank A. Michalak, 1470 kc, 1 kw daytime. Estimated construction cost $24,530, first year operating cost $48,000, revenue $60,000. Mr. Michalak is former sales manager for manufacturer of baking ingredients. Post office address 817 Clifton Rd., N.E., Atlanta, Ga. Filed Sept. 29.

Toppenish, Wash.—Radio Bestrs, Inc., 1480 kc, 250 w unlimited. Estimated construction cost $8,8250, first year operating cost $45,000, revenue $52,000. Principals include President **Jessica L. Longston** (32%), president and 50% owner KPUG Bellingham, Wash., president and 56% stockholder, KSEM Moses Lake, Wash., president and 86% stockholder, KBIO Burley, Idaho, and president and 67% stockholder, KAVR Havre, Mont. Vice President **C. V. Zaser** (18%), vice president and 25% stockholder, KPUG, KSEM and KAVR and Secretary-Treasurer **James L. Hamstreet** (13⅓%), station manager, KPUG. Post office address c/o Jessica L. Longston, Box 87, Villah, Wash. Filed Sept. 28.

Spencer, W. Va.—Ohio Valley on the Air Inc. (WJEH Gallipolis, Ohio), 1590 kc, 1 kw daytime. Estimated construction cost $13,100, first year operating cost $35,000, revenue $50,000. Principals include President **John E. Halliday** (79%), $^2/_3$ owner WBEX Chillicothe, Ohio; Vice President **Marjorie B. Halliday** (1%), and Secretary-Treasurer **Truman A. Morris** (20%), $^1/_3$ owner WBEX. Filed Sept. 21.

Existing Am Stations . . .

ACTIONS BY FCC

KIBE Palo Alto, Calif.—Sundial Bestg. Corp. granted waiver of sec. 3.30 to permit programming of KIBE from the studios of KDFC (FM) Sausalito, Calif. Granted Oct. 7.

KXOC Chico, Calif.—KXOC Inc. granted modification of CP to increase nighttime power from 5 kw to 10 kw and make changes in directional antenna system. KXOC will now operate on 1060 kc with 10 kw fulltime, directional night. Granted Oct. 1.

APPLICATIONS

WGBA Phenix City, Ala.—Community Bestg. Co. seeks modification of license to change station and studio location from 1213½ Broadway, Columbus, Ga., to Girard Bank Bldg., 14th St. and 3rd Ave., Phenix City, Ala. Filed Oct. 2.

KVOE Santa Ana, Calif.—The Voice of the Orange Empire Inc. seeks CP to change from employing directional antenna day and night to directional antenna night only. Filed Sept. 23.

KLEA Lovington, N. M.—Prosperity Land Bestg. Co. seeks CP to change from 1050 kc, 250 w daytime to 630 kc, 500 w daytime. Filed Sept. 29.

WPFP Park Falls, Wis.—M. & N. Bestg. Co. seeks modification of license to change from 100 w to 250 w on 1450 kc. Filed Sept. 30.

APPLICATIONS AMENDED

WEAS Decatur, Ga.—WEAS Inc. amends application for CP to increase power from 10 kw to 50 kw, to indicate reduction in power to 10 kw during critical hours defined in proposed agreement with Canada. Filed Sept. 18.

WOAY Oak Hill, W. Va.—Robert E. Thomas Jr. amends application for CP to change from 5 kw to 10 kw daytime on 850 kc to indicate reduction in power to 5 kw during critical hours defined in proposed treaty with Canada. Filed Oct. 2.

New Fm Stations . . .

APPLICATION

De Land, Fla.—John B. Stetson U. seeks new fm station on ch. 239 (95.7 mc) with ERP 8.55 kw. Filed Oct. 2.

Existing Fm Stations . . .

ACTIONS BY FCC

KCRK Cedar Rapids, Iowa—The Gazette Co. granted CP to change ERP from 50 kw to 35 kw and antenna height above average terrain from 340 ft. to 310 ft. Granted Oct. 7.

KCBS-FM San Francisco, Calif. — Columbia Bestg. System Inc. of Calif. granted modification of CP to change ERP from 44 kw to 35 kw and antenna height above average terrain from 1,265 ft. to 640 ft. Granted Oct. 7.

WRBL-FM Columbus, Ga.—Columbus Bestg. Co. granted CP to change ERP from 46 kw to 48 kw and antenna height above average terrain from 408 ft. to 270 ft. Granted Oct. 7.

STATION DELETED

WTIG (FM) Clemson, S. C.—Clemson Bestg. Co. FCC deleted station on ch. 246 since no license application was filed. Deleted Oct. 1; announced Oct. 6.

Ownership Changes . . .

ACTIONS BY FCC

WICH Norwich, Conn.—Eastern Conn. Bestg. Co. granted voluntary transfer of control to J. K. Lasser through sale of all stock by Harrison C. Noyes, Clifford C. Oat and John Deme for $10,000. Lasser purchases note from The Bulletin Co., Norwich, for $65,000. Lasser is an accountant, professor and noted author on income tax and business management. Granted Oct. 7.

WDBF Delray Beach, Fla.—Robert G. Misenheimer tr/as Delray Bestrs. granted voluntary assignment of CP to Delray Bestg. Corp. for $2,000. Principals include President-Treasurer **Harold P. Forstenau,** Vice President **Anne Barrons Forstenau** and Secretary **Mary Rose Forstenau.** All outstanding stock is held jointly by H. P. Forstenau and his wife M. R. Forstenau. Granted Oct. 7.

WIND-AM-TV Chicago, Ill.—Johnson-Kennedy Radio Corp. granted transfer of control from P. K. Wrigley (38.85%), H. Leslie Atlass (19.47%), and Chicago Daily News Inc. (41.68%) to WIND Inc. through sale of all stock for $2,900,000. Principals in WIND Inc. include **Wrigley family group** (26%), **Chicago Daily News** (27.7%), **John T. Carey** (5.5%) and **Atlass family group** (40.78%). P. K. Wrigley transfers interest to wife and children. H. Leslie Atlass divests himself of all interest but becomes creditor for sum in excess of $400,000. Chicago Daily News becomes creditor for sum in excess of $815,000. Granted Sept. 23.

WABI-AM-TV Bangor, Me.—Community Bestg. Service granted voluntary acquisition of positive control by Horace Hildreth through sale of 50% interest by Murray Carpenter to Horace Hildreth. WPOR Portland and WTVL Waterville, Me. Hildreth purchases 10% interest for $25,000 and will own 60%. WPOR purchases 34% interest for $84,800 and WTVL buys 6% interest for $15,000. Mr. Hildreth is U. S. Ambassador to Pakistan, 35% stockholder WMTW (TV) Poland, former governor of Maine and president of Bucknell U. Granted Oct. 7.

WEYE Sanford, N. C.—Waldo W. Primm granted voluntary assignment of license to Lee Bestg. Corp. (WWGP Sanford) for $10,200. Principals include **Albert Robert Powers** (25%), President **W. L. Simmons** (8.34%), stockholder in local department store; Vice President **J. R. Ingram** (4.17%), soft drink bottler, and Secretary-Treasurer **Waldo W. Primm.** Granted Oct. 7.

APPLICATIONS

KJAN Atlantic, Iowa—George Basil Anderson seeks voluntary assignment of license to Nishna Valley Bestg. Co. for $27,500. Principals include President **Al Hansen** (11.1%), theatre manager; Vice President **Franklin G. Miller** (11.1%), sales manager KJAN, and Secretary-Treasurer **Murry A. Preston** (11.1%). There are six other stockholders comprised of local businessmen, each holding 11.1% interest. Filed Sept. 23.

WBRK (AM)-WMGT (TV) Pittsfield, Mass. — Greylock Bestg. Co. seeks voluntary relinquishment of control by Leon Podolsky through issuance of new stock. Mr. Podolsky formerly owned 51% and will now own 36.06%. Filed Sept. 21.

WPBC Minneapolis, Minn.—People's Bestg. Co. seeks voluntary acquisition of control by William V. Stewart through purchase of 334 shares of stock by corporation treasury from A. J. Eaton for $38,410 plus assignment of voting rights from B. A. and F. B. Stewart. William V. Stewart will now own 57.9%. Filed Oct. 1.

KCLV Clovis, N. M.—New-Tex Bestg. Inc. seeks voluntary transfer of control to Odis L. Echols and Odis L. Echols Jr. through sale of 62% interest for $10,000. Odis L. Echols handles public relations and his son is student manager of KTTC Lubbock, Tex. Filed Sept. 23.

KWCO Chickasha, Okla.—Clarence E. Wilson and Phillip D. Jackson d/b as Washita Valley Bestg. Co. seeks voluntary assignment of license to Jack L. Pink tr/as Washita Valley Bestg. Co. for $80,000. Mr. Pink is vice president and 2% stockholder KONO-AM-FM San Antonio, Tex. Filed Oct. 1.

KGW-AM-FM Portland, Ore.—Pioneer Bestrs. Inc. Samuel I. Newhouse Jr. and Mitzi E. Newhouse seek voluntary transfer of control through sale of all stock for $500,000. Principals include **KING Seattle** (40%); **Henry A. Kuckenberg** (35%), general construction and vice president and 11.16% stockholder North Pacific Tv Inc., applicant for vhf ch. 8 in Portland; **Paul F. Murphy** (16%), real estate and vice president and 11.17% stockholder North Pacific; **Gordon D. Orput** (6%), lumber manufacturer and 6% stockholder North Pacific; **W. Calder McCall** (2%), distributor of heating oils and vice president and 11.17% stockholder North Pacific and **Prescott W. Cookingham** (1%), Portland attorney. Filed Sept. 18.

WENS (TV) Pittsburgh, Pa. — A. Donovan Faust, Harry H. Israel, Wm. H. Rea, Thomas P. Johnson and Henry Oliver Rea d/b as Telecasting Co. of Pittsburgh seeks voluntary assignment of CP for uhf ch. 16 to Telecasting Inc. for $290,042.85, the sum expended to acquire and build the tv station. Purpose is to use corporate form of business operation and to bring in new stockholders. Principals purchasing shares in new corporation include President **T. P. Johnson** (13.8%) for $7,500; Vice President **A. D. Faust** (25%) for $1,500; Vice President **H. H. Israel** (25%) for $1,500, and **Harry D. Rea** (8.35%) for $4,500. Filed Oct. 1.

KOGT Orange, Tex.—Sabine Area Bestg. Corp. seeks voluntary relinquishment of positive control of licensee corporation by M. L. Jacobs, Albert Plettman and Hadassa Jacobs, individually and as excutrix of estate of Jacob Jacobs, through sale of 50% of stock for $3,000 to Edwin L. Lovelace Jr. Mr. Lovelace is executive vice president and general manager KOGT. Filed Oct. 1.

Hearing Cases . . .

INITIAL DECISIONS

Montgomery, Ala.—New Tv, vhf ch. 12. Hearing examiner Thomas H. Donahue issued initial decision looking toward grant of application of Montgomery Bestg. Co. (WFSA) for CP for new tv station on vhf ch. 12. Competitive applicant Alabama Tv Co. was held in default during course of proceeding. Action Oct. 7.

Topeka, Kan.—New Tv, uhf ch. 42. Hearing examiner Elizabeth C. Smith issued initial decision looking toward grant of application of Alf M. Landon for new tv station on uhf ch. 42; ERP 83.4 kw visual and 41.7 kw aural; antenna height above average terrain 384 ft. Action Oct. 6.

KWTO Springfield, Mo. — Ozarks Bestg. Co. Hearing examiner J. D. Bond issued initial decision looking toward grant of application for CP to increase nighttime power from 1 kw to 5 kw, directional, on 560 kc with 5 kw daytime. Action Oct. 5.

Philadelphia, Pa.—New Tv, uhf ch. 23. Hearing examiner Thomas H. Donahue issued initial decision looking toward grant of application of Daily News Tv Co. for CP for new tv station on uhf ch. 23. Action Oct. 2.

Montpelier, Vt.—New Tv, vhf ch. 3. Hearing examiner James E. Cunningham issued initial decision looking toward grant of application of WCAX for new tv station on vhf ch. 3 and denial for default of competitive application of Colonial Tv Inc. Action Oct. 2.

FINAL DECISIONS

Part 17 Amended—By report and order, FCC finalized, effective Jan. 1, 1954, its proposal amending Sect. 17.43 of the Rules Concerning the Construction, Marking and Lighting of Antenna Towers and Supporting Structures to require (1) that all antenna structures be painted in accordance with Sect. 17.23 either at the next time the structure is repainted, or within a period of 6 years, and (2) where two 25 w or 40 w bulbs are installed on top of the structure, or where only one 100 or 111 w bulb is in use at one time on top of the structure, two 100 or 111 w bulbs shall be installed, both to burn simultaneously. Change is to be made within a period of 1 year from date of FCC notification of required change. Persons contemplating repainting of their towers before the effective date of the amendment may seek informal approval from the Commission to repaint in accordance with Sect. 17.23. Action Oct. 1.

Tv Allocation—By report and order, FCC finalized rule making and amended its table of tv channel assignments by assigning uhf ch. 58 to Greenfield, Mass., in lieu of uhf ch. 42 and uhf ch. 77 in Brattleboro, Vt., in lieu of uhf ch. 58. Action Oct. 1.

OTHER ACTIONS

San Jose, Calif.—FCC designated for hearing in Washington on Nov. 6 applications of F. M. Radio & Tv Corp. and Standard Radio & Tv Co. for new tv station on vhf ch. 11. Action Oct. 7.

KBIG Avalon, Calif.—John Poole Bestg. Co. FCC announced memorandum opinion and order granting petitions of KCBS San Francisco and KMPC Los Angeles to the extent that hearing issues are revised in proceeding involving KBIC application for license to cover CP. Action Oct. 1.

Evansville, Ind.—New Tv, vhf ch. 7. The Commission announced its memorandum opinion and order of Oct. 1, 1953, vacating and setting aside a hearing examiner's ruling of June 10, 1953, which established the course of conduct in the proceeding involving the applications of South Central Broadcasting Corp., Evansville Television Inc., On The Air Inc., and WFBM Inc., for new tv stations in Evansville, Ind., to operate on ch. 7. The proceeding is remanded to the examiner for the holding of a further hearing conference consistent with the views expressed in the memorandum opinion and order, after which the examiner will set forth his rulings made in the course of the further hearing conference which will govern the conduct of the proceeding. Further ordered that the hearing issues may be enlarged by the examiner, on his own motion or on proper petition, to include an issue to determine whether the funds available to the applicant will give reasonable assurance that the proposals set forth in the application will be effectuated, such additional issue to be applicable only to an applicant or applicants concerning whom a reasonable showing is made that such an issue would elicit evidence of a material and relevant nature. Action Oct. 7.

New Tv Procedure—FCC by report and order revised Footnote 10 to Sect. 1.371 as set forth in revised procedure issued July 17 for processing and designating for hearing applications for new tv stations, so as to prevent the designation for hearing at this time of competing tv applications in cities having four or more operating stations. Comr. Hennock dissented. Action Oct. 1.

KSEY Seymour, Tex.—FCC announced order denying petition of William C. Moss to reconsider order of June 11, 1952, designating for hearing application for modification of license to increase power from 100 w to 250 w, operating on 1230 kc unlimited. Action Oct. 1.

Part 2 Amendments—By notice of proposed rule making, FCC looks toward amending Part 2 of its frequency allocation rules to add a footnote to all frequency bands allocated in which it does not now appear, thus permitting experimentation in all high frequncy bands on a non-interference basis. Comments may be filed on or before Oct. 16. Action Oct. 1.

Tv Allocation—On petition by The Hearst Corp., Milwaukee, Wis., FCC proposed rule making to amend tv assignment table to add vhf ch. 6 to Whitefish Bay, Wis., by making changes in assignments in Marquette, Mich., from ch. 5 plus and 17, to 6 minus and 17, and in Green Bay, Wis., from 2 plus and 6, to 2 plus and 5 plus. Comments may be filed on or before Nov. 9. Action Oct. 7.

Routine Roundup . . .

September 30 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Annie Neal Huntting

Erie Television Corp.; Commodore Perry Bcstg. Service Inc., Erie, Pa.—Granted joint motion for continuance of hearing from Sept. 28 to Nov. 2, 1953, in proceeding re ch. 66 for Erie, Pa. (Docket 10614; BPCT-667) (Docket 10615; BPCT-1283).

By Hearing Examiner William G. Butts

Southern Tier Radio Service Inc., Binghamton, N. Y.—By memorandum opinion and order granted petition of Sept. 22, 1953, for leave to amend its tv application (Docket 10681; BPCT-892) to submit additional financial information and revised engineering data.

By Hearing Examiner Herbert Sharfman

Head of the Lakes Broadcasting Co., Superior, Wis.—Denied motion of Sept. 14 for continuance of ch. 3 hearing (Docket 10289; BPCT-621 et al); scheduled hearing for Oct. 26, 1953, in Washington, D. C.

September 30 Application

ACCEPTED FOR FILING

Modification of CP

WJAN Spartanburg, S. C., Spartanburg Bcstg. Co.—Mod. CP (BP-7838) as mod., which authorized new station, for extension of completion date. (BMP-6323).

October 1 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license: KCNO Alturas, Calif., CONR Inc. (BR-2641); KERO Bakersfield, Calif., Kern County Bcstrs. Inc. (BR-1270); KAFY Bakersfield, Calif., Bakersfield Bcstg. Co. (BR-1440); KXOC Chico, Calif., KXOC Inc. (BR-2341); KBUC Corona, Calif., Radion Bcstg. Inc. (BR-2144); KXO El Centro, Calif., Valradio Inc. (BR-5); KYNO Fresno, Calif., Radio KYNO, The Voice of Fresno (BR-1951); KHJ Hollywood, Calif., General Teleradio Inc. (BR-22); KFVD Los Angeles, Standard Bcstg. Co. (BR-54); KLAC Los Angeles, KMTR Radio Corp. (BR-17); KMPC Los Angeles, KMPC, The Station of the Stars (BR-18); KWBR Oakland, Calif., Warner Bros. (BR-32); KGB San Diego, Calif., General Teleradio Inc. (BR-38); KSON San Diego, Calif., KSON Bcstrs. (BR-1742); KGIL San Fernando, Calif., San Fernando Valley Bcstg. Co. (BR-1950); KCBS San Francisco, CBS of Calif. (BR-46); KFRC San Francisco, General Teleradio Inc. (BR-43); KYA San Francisco, KYA Inc. (BR-44); KXRK San Jose, Calif., San Jose Bcstg. Co. (BR-2139); KTMS Santa Barbara, Calif., News-Press Pub. Co. (BR-945); KTKR Taft, Calif., Taft Bcstg. Co. (BR-2188); KCOK Tulare, Calif., Sheldon Anderson (BR-1226); KHUB Nr. Watsonville, Calif., Patrick H. Peabody (BR-916); KSYC Yreka, Calif., Siskiyou County Bcstg. Co. (BR-1741); WMMW Meriden, Conn., Silver City Crystal Co. (BR-1714); KIF Idaho Falls, Idaho, Eastern Idaho Bcstg. & Tv Co. (BR-1457); WAFB Baton Rouge, La., Modern Bcstg. Co. of Baton Rouge Inc. (BR-2028); KVWO Cheyenne, Wyo., Great West Co. (BR-2720); KASL Newcastle, Wyo., Newcastle Bcstg. Co. (BR-2839).

Modification of CP

WTLO (TV) New Orleans, La., New Orleans Tv Co.—Mod. CP (BPCT-367) which authorized new station, for extension of completion date to 4/25/54 (BMPCT-1422).

KCTY (TV) Kansas City, Mo., Empire Coil Co. Mod. CP (BPCT-1451) as mod., which authorized new station, for extension of completion date to 5/6/54 (BMPCT-1433).

KTTS-TV Springfield, Mo., Independent Bcstg. Co.—Mod. CP (BPCT-1115) as mod., which authorized new station, for extension of completion date to 12/8/53 (BMPCT-1435).

KCJB-TV Nr. Minot, N. D., N. D. Bcstg. Co.—Mod. CP (BPCT-1333) as mod., which authorized new station, for extension of completion date to 2/1/54 (BMPCT-1431).

KPTV (TV) Portland, Ore., Empire Coil Co.—Mod. CP (BPCT-925) as mod., which authorized new station, for extension of completion date to 5/5/54 (BMPCT-1432).

WARM-TV Scranton, Pa., Union Bcstg. Co.—Mod. CP (BPCT-1000) which authorized new station, for extension of completion date to 4/25/54 (BMPCT-1430).

October 2 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner James D. Cunningham

Radio Wisconsin Inc., Madison, Wis.—Granted petition for leave to amend its tv application by adding new Exhibit 15, which embodies certain agreements concerning sale of portion of petitioner's stock (Docket 8959; BPCT-410).

By Hearing Examiner Fanney N. Litvin

United Bcstg. Co., Cleveland, Ohio—Granted petition for leave to amend its tv application to show correct antenna height above average terrain, tabulation of certain data, and to include revised Exhibit showing elevation view of Terminal Tower (Docket 8650; BPCT-216).

By Hearing Examiner J. D. Bond

Times-World Corp., Roanoke, Va.; Radio Roanoke Inc., Roanoke, Va.—By memorandum opinion and order recited in part action taken at first conference on Sept. 25 (further conference to be held Oct. 7) which shall govern course of hearing in this proceeding (Docket 10665; BPCT-1056) (Docket 10656; BPCT-1743).

By Hearing Examiner Basil P. Cooper

California Inland Bcstg. Co., Fresno, Calif.—Granted petition for leave to amend its tv application to correct clerical error in amendment filed Sept. 3, and to show that three minority stockholders hold their stock subject to option to repurchase (Docket 9050; BPCT-413).

October 2 Applications

ACCEPTED FOR FILING

Remote Control

Following stations request to operate transmitters by remote control:

WEKY Richmond, Ky., Dages I. Boyle (BRC-191); KEYD Minneapolis, Family Bcstg. Corp. (BRC-193); WJMB Brookhaven, Miss., Brookhaven Bcstg. Co. (BRC-189); WEOK Poughkeepsie, N. Y., Mid-Hudson Bcstrs. Inc. (BRC-194); KLPM Minot, N. D., Minot Bcstg. Co. (BRC-192); WPTS Pittston, Pa., Midway Bcstg. Co. (BRC-190); KTBB Tyler, Tex., Blackstone Bcstg. Co. (BRC-195).

License to Cover CP

KIM-72 Columbus, Ga., Television Columbus—License to cover CP (BPTS-73) which authorized new station (BLTS-58).

October 5 Applications

ACCEPTED FOR FILING

Modification of CP

KISJ (TV) Pocatello, Idaho, Tribune-Journal Co.—Mod. CP (BPCT-1556) which authorized new station, to extend completion date to 4/25/54 (BMPCT-1438).

WABD (TV) New York, Allen B. DuMont Labs Mod. CP (BPCT-657) as mod., which authorized changes in existing station, for extension of completion date to 4/6/54 (BMPCT-1441).

KTBC-TV Austin, Tex., Texas Bcstg. Corp.—Mod. CP (BPCT-876) as mod., which authorized new station, for extension of completion date to 4/1/54 (BMPCT-1439).

WTAP (TV) Parkersburg, W. Va.—Mod. CP (BPCT-1295) which authorized new station, for extension of completion date to 4/1/54 (BMPCT-1440).

WNAM-TV Nr. Neenah, Wis., Neenah-Menasha Bcstg. Co.—Mod. CP (BPCT-869) as mod., which authorized new station, for extension of completion date to 11/30/53 (BMPCT-1437).

WIUC (FM) Urbana, Ill., U. of Ill.—Mod. CP (BPED-161) as mod., which authorized changes in station, for extension of completion date (BMPED-269).

License to Cover CP

WKLF-FM Clanton, Ala., Southeastern Bcstg. Co.—License to cover CP (BPH-1796) which authorized new station (BLH-892).

WMMW-FM Meriden, Conn., Silver City Crystal Co.—License to cover CP (BPH-1861) which authorized changes in station (BLH-923).

WSTR-FM Sturgis, Mich., WSTR Inc.—License to cover CP (BPH-1825) as mod., previously listed as renewal application (BLH-922).

Remote Control

WRUN-FM Utica, N. Y., Rome Sentinel Co.—301-A, operation by remote control (BRCH-55).

Renewal of License

Following station request renewal of license: KUTE (FM) Glendale, Calif., Robert P. Adams (BRH-674); KRKD-FM Los Angeles, Radio Bcstrs. Inc. (BRH-406); KCLF Clifton, Ariz. Saguaro Bcstg. Co. (BR-2441).

APPLICATIONS RETURNED

Modification of License

KVON Napa, Calif., Napa Bcstg. Co.—Mod. of license to change name from Napa Bcstg. Co. to Gibson Radio & Pub. Co.

Remote Control

KCHA Charles City, Iowa, Inland Bcstg. Corp.—Application for remote control operation of trans.

October 6 Decisions

Actions of October 2

Granted License

WTAD-FM Quincy, Ill., Lee Bcstg. Inc.—Granted license covering changes in fm station—99.5 mc (ch. 258), 27 kw, unl. (BLH-921).

KDEF Albuquerque, N. M., Frank Quinn—Granted license for am broadcast station; 1280 kc, 1 kw-D (BL-5102).

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Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

KWRF Warren, Ark., Pines Bcstg. Co.—Granted license for am broadcast station; 850 kc, 250 w-D (BL-5098).

Granted CP

WMTR Morristown, N. J., Morristown Bcstg. Corp.—Granted CP to install new trans. as auxiliary, at present location of main trans., to operate on 1250 kc, 250 w (BP-9020).

Modification of CP

WDIA Memphis, Tenn., Bluff City Bcstg. Co. Ltd.—Granted mod. CP to change type trans.; conditions (BMP-6314).

The following were granted mod. CPs for extension of completion dates as shown:

WARM-TV Scranton, Pa., to 4/25/54; KCJB-TV Minot, N. D., to 2/1/54; WJLN-TV Birmingham, Ala., to 2/2/54; WJTN-TV Jamestown, N. Y., to 1/22/54; WJON-TV St. Cloud, Minn., to 1/22/54, conditions; KTTS-TV Springfield, Mo., to 12/8/53; KPTV (TV) Portland, Ore., to 5/5/54; KCTY Kansas City, Mo., to 5/6/54; WCHV-TV Charlottesville, Va., to 1/28/54; KANI Kaneohe, Oahu, T. H., to 11/16/53; conditions.

Actions of Oct. 1

Remote Control

WRUN-FM Rome, N. Y., Rome Sentinel Co.—Granted authority to operate trans. by remote control.

Actions of September 30

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WNLA Indianola, Miss., condition; WKNY Kingston, N. Y.; KGLU Safford, Ariz.; WDMJ Marquette, Mich., while using non-directional antenna; KWLK Longview, Wash.

Modification of CP

The following were granted mod. CPs for extension of completion dates as shown:

WHP-TV Harrisburg, Pa., to 4/27/54; WFTL-TV Fort Lauderdale, Fla., to 4/1/54; WJAN Spartanburg, S. C., to 12/3/53, condition.

Actions of September 29

Modification of CP

The following were granted mod. CPs for extension of completion dates as shown:

WGCM-TV Gulfport, Miss., to 1/11/54; WNBW (TV) Washington, D. C., to 11/23/53; WECT Elmira, N. Y., to 4/25/54.

Actions of September 28

Granted License

KERN-FM Bakersfield, Calif., McClatchy Bcstg. Co.—Granted license for changes in fm station—ERP to 9.1 kw, ant. 240 ft. (BLH-902).

WACA Camden, S. C., Camden Bcstg. Corp.—Granted CP to mount tv ant. on top of am tower (increase height); conditions (BP-8742).

October 7 Decisions

By the Commission En Banc

McFarland Letter

Ray Herbert Gunckel Jr. and B. F. J. Timm, Jacksonville, Fla.—Are being advised that their applications for new am stations to operate on 1280 kc, 1 kw-D indicate necessity of hearing (BP-8796 and 8859); and denied petition filed by Gunckel on June 10, 1953, requesting dismissal of Timm's application, or in alternative a conditional grant of Gunckel's application in accordance with Sec. 1.385(e) of the rules.

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KALI Pasadena, Calif.; KANS Wichita, Kan.; KARE Atchinson, Kan.; KARM Fresno, Calif.; KASI Ames, Iowa; KBMX Coalinga, Calif.; KBUD Athens, Tex.; KBWD Brownwood, Tex.; KCIM Carroll, Iowa; KCOH Houston, Tex.; KEEN San Jose, Calif.; KELA Centralia, Wash.; KENO Las Vegas, Nev.; KEYS Corpus Christi, Tex.; KFDA Amarillo, Tex.; KFJM Grand Forks, N. D.; KGCX Sidney, Mont.; KGLU Safford, Ariz.; KGNB New Braunfels, Tex.; KGST Fresno, Calif.; KILO Grand Forks, N. D.; KIMA Yakima, Wash.; KLPM Minot, N. D.; KMAE McKinney, Tex.; KMED Medford, Ore.; KMUS Muskogee, Okla.; KNAL Victoria, Tex.; KNOE Monroe, La.; KOGT Orange, Tex.; KOTA Rapid City, S. D.; KPLC Lake Charles, La.; KPMO Pomona, Calif.; KRBC Abilene, Tex.; KSBW Salinas, Calif.; KSO Des Moines, Iowa; KSPR Casper, Wyo.; KSTB Breckenridge, Tex.; KTSM El Paso, Tex.; KTXN Austin, Tex.; KUBA Yuba City, Calif.; KUJ Walla Walla, Wash.; KULP El Campo, Tex.; KVGB Great Bend, Kan.; KVOE Santa Ana, Calif.; KWIK Pocatello, Idaho; KXIT Dalhart, Tex.; KYOS Merced, Calif.; WAAB Worcester, Mass.; WABB Mobile, Ala.; WACB Kittanning, Pa.; WAFB & Aux. Baton Rouge, La.; WAKR Akron, Ohio; WALA Mobile, Ala.; WALB Albany, Ga.; WAMS Wilmington, Del.; WAPX Montgomery, Ala.; WBBL Richmond, Va.; WBCM Bay City, Mich.; WBIG & Aux. Greensboro, N. C.; WBKV West Bend, Wis.; WBNS & Aux. Columbus, Ohio; WCBC Anderson, Ind.; WCLT Newark, Ohio; WCOA Pensacola, Fla.; WCOJ Coatesville, Pa.; WDBL Springfield, Tenn.; WDOV Dover, Del.; WEBK Tampa, Fla.; WEED Rocky Mount, N. C.; WEIR Weirton, W. Va.; WENE Endicott, N. Y.; WEOK Poughkeepsie, N. Y.; WFBL & Aux. Syracuse, N. Y.; WFCB Dunkirk, N. Y.; WFEA & Aux. Manchester, N. H.; WFMJ Aux. Youngstown, Ohio; WFRC Reidsville, N. C.; WFVG Fuqua Springs, N. C.; WGBA Columbus, Ga.; WGCB Red Lion, Pa.; WGES Chicago, Ill.; WGIG Brunswick, Ga.; WGIV Charlotte, N. C.; WGRD Grand Rapids, Mich.; WHBC & Aux., Canton, Ohio; WHEC & Aux. Rochester, N. Y.; WHIS Bluefield, W. Va.; WHK Alt. & Aux. Ant. Cleveland, Ohio; WHLL Wheeling, W. Va.; WHOM & Aux. New York, N. Y.; WHRV Ann Arbor, Mich.; WIL St. Louis, Mo.; WIMS Michigan City, Ind.; WING & Aux. Dayton, Ohio; WIRE & Aux Indianapolis, Ind.; WISL Shamokin, Pa.; WJCD Seymour, Ind.; WJEL Springfield, Ohio; WJJL Niagara Falls, N. Y.; WJPG & Aux. Green Bay, Wis.; WKBH LaCrosse, Wis.; WLAK Lakeland, Fla.; WLAM & Aux. Lewiston, Me.; WLET Toccoa, Ga.; WLOS Asheville, N. C.; WLTC Gastonia, N. C.; WMBD Peoria, Ill.; WMBG & Aux. Richmond, Va.; WMRC Greenville, S. C.; WNMP Evanston, Ill.; WOC Davenport, Iowa; WONS & Aux. Hartford, Conn.; WPJB & Aux. Providence, R. I.; WPRS Paris, Ill.; WQBC Vicksburg, Miss.; WRAC Racine, Wis.; WRBL Columbus, Ga.; WRDW Augusta, Ga.; WRMN Elgin, Ill.; WROK Rockford, Ill.; WROY Carmi, Ill.; WSAN Allentown, Pa.; WSAR Fall River, Mass.; WSPD Toledo, Ohio; WTHI Terre Haute, Ind.; WTJS Jackson, Tenn.; WTOB Winston-Salem, N. C.; WTSP St. Petersburg, Fla.; WTVB Coldwater, Mich.; WVJS Owensboro, Ky.; WVOT Wilson, N. C.; WWOD Lynchburg, Va.; WWSR St. Albans, Vt.; WXLW Indianapolis, Ind.; KBRC Mt. Vernon, Wash.; KFRO Longview, Tex.; KGER Long Beach, Calif.; KHON & Aux. Honolulu; KPOC Pocahontas, Ark.; KRIG Odessa, Tex.; KTUL Tulsa, Okla.; KWK St. Louis, Mo.; KCFH Cuero, Tex.; KCOL Fort Collins, Colo.; KRKO Everett, Wash.

October 7 Applications

ACCEPTED FOR FILING

License to Cover CP

WDON Wheaton, Md., Commercial Radio Equipment Co.—License to cover CP (BP-8685) as mod., which authorized new station (BL-5117).

WFAH Alliance, Ohio, Review Pub. Co.—License to cover CP (BP-8398) as mod., which authorized new station (BL-5110).

KDAV Lubbock, Tex., Western Bcstg. Co.—License to cover CP (BP-8221) which authorized new station (BL-5108).

WGGA Gainesville, Ga., Blueridge Bcstg. Co.—License to cover CP (BP-7661) as mod., which authorized changed frequency, increased power, installation of new trans. and directional ant. for night use only, and change trans. location and make changes in ant. system (BL-5111).

WEAW Evanston, Ill., North Shore Bcstg. Co.—License to cover CP (BP-8094) which authorized new station (BL-5112).

WESK Escanaba, Mich., M & M Bcstg. Co.—License to cover CP (BP-8109) as mod., which authorized new station (BL-5115).

WEEX Easton, Pa., Easton Pub. Co.—License to cover CP (BP-4212) which authorized new station (BL-5118).

WAYZ Waynesboro, Pa., Richard Field Lewis Jr.—License to cover CP (BP-8690) as mod., which authorized new station (BL-5114).

KRSD Rapid City, S. D., Heart of the Black Hills Station—License to cover CP (BP-7904) as mod., which authorized new station (BL-5119).

KEYT Provo, Utah, Mid-Utah Bcstg. Co.—License to cover CP (BP-8921) which authorized installation of new trans. (BL-5116).

WHAR Clarksburg, W. Va., Mountain State Bcstg. Co.—License to cover CP (BP-8571) as mod., which authorized installation of new ant. and move tower (BL-5113).

Modification of CP

WBRY Waterbury, Conn., American-Republican Inc.—Mod. CP (BP-7957) as mod., which authorized replacement of ant., changes in DA pattern and changes in ground system, for extension of completion date (BMP-1560).

KTRE-TV Lufkin, Tex., Forest Capital Bcstg. Co.—Mod. CP (BPCT-907) which authorized new station, to extend completion date to 5/1/54 (BMPCT-1445).

WVEC-TV Hampton, Va., Peninsula Bcstg. Corp.—Mod. CP (BPCT-1475) which authorized new station, for extension of completion date from 10/4/53 (BMPCT-1444).

Modification of License

KMAK Fresno, Calif., The McMahan Co.—Mod. license to change name to McMahan Bcstg. Co. (BML-1560).

TENDERED FOR FILING

Modification of CP

WMC Memphis, Tenn., Memphis Pub. Co.—Mod. CP (BP-8941) to make changes in ant. system.

UPCOMING EVENTS

Oct. 14: Southern Calif. Broadcasters Assn., "Whingding," Inglewood Country Club, Los Angeles.

Oct. 14-17: Audio Engineering Society, convention and audio fair, Hotel New Yorker, New York.

Oct. 15: Color tv demonstration by NTSC for FCC, Starlight Roof, Waldorf-Astoria, New York.

Oct. 17: Federal Communications Bar Assn., annual outing, Lohnes Farm and Mule Barn, Vienna, Va.

Oct. 19: National Safety Council, convention, Chicago.

Oct. 22-23: Kentucky Broadcasters Assn., meeting, Kentucky Dam Village, Kentucky Lake.

Oct. 26-28: Radio Television News Directors Assn., convention, Sheraton-Park Hotel, Washington, D. C.

Nov. 1-7: Lutheran Radio & Television Week.

Nov. 2: North Carolina Broadcasters Assn., meeting, Asheville.

Nov. 2-6: Amer. Institute of Electrical Engineers, fall meeting, Hotel Muehlebach, Kansas City, Mo.

Nov. 5: Upper Midwest Sales Conference, Hotel Radisson, Minneapolis.

Nov. 5-6: Ohio Assn. of Radio-Tv Broadcasters, meeting, Neil House, Columbus.

Nov. 9-10: New Jersey Broadcasters Assn., fall meeting, Hildebrecht Hotel, Trenton.

Nov. 19-20: Louisiana Assn. of Broadcasters, election of officers, Captain Shreve Hotel, Shreveport.

SPECIAL LISTING

(NARTB District Meetings)

Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Nov. 4-5: Dist. 1, Somerset Hotel, Boston.

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THE LATEST WCKY STORY

WCKY

50 GRAND IN WATTS

PROVIDING THE BEST
IN
PUBLIC SERVICE

The L. B. Wilson Station, Cincinnati

Radio Climate: Fair and Warmer

THE weight of statistical evidence is gradually overwhelming whimsy and occult divination in the evaluation of radio as an advertising medium.

The facts are puncturing the fancies, and the re-discovery of radio has become a popular game in the advertising world. It is becoming plain that radio has changed some characteristics but not the basic one. It is still the least expensive saturation medium of all.

It was inevitable that radio would survive the buffeting of television if broadcasters persevered in their determination to survive and continued to sell hard and on the basis of sound evidence. The great majority of broadcasters *have* persevered. In doing so, we dare say many of them have made discoveries about their business.

A lot of broadcasters, quite understandably, were dispirited a few years ago when the anti-radio pressure was strongest. In standing up to the pressure, they have revived their own spirits and, in consequence, those of their clients too.

The re-discovery is still going on; it is pleasant to observe. Take as one example the CBS Radio Spot Sales study of nighttime radio reported here last week. In essence it showed that recent pre-occupation with daytime radio has caused nighttime to be underestimated. It emphasized that nighttime still commanded bigger audiences than daytime.

There is evidence that advertisers are beginning to take serious notice of radio receiver production figures which, month after month, indicate the undeniable strength of radio. More sets are being made and sold now than a year ago. Far more radio than television sets are being marketed.

Proof of radio's vitality comes from many sources. The cheering fact is that the proof now is being studied and believed. Not all the changes have occurred that will take place in radio, but the general climate in which radio exists is fairer and warmer now than it has been in the past four years.

Robert E. Lee of the FCC

THE "practical broadcaster" the administration said it wanted for the FCC turns out to be a G-Man with a flair for figures.

Robert E. (Emmitt) Lee was named by President Eisenhower to fill the remaining Commission vacancy last Tuesday morning. At noon he assumed office. And before the day ended he became a controversial figure, because of his friendship and political association with Sen. Joseph R. McCarthy (R.-Wis.).

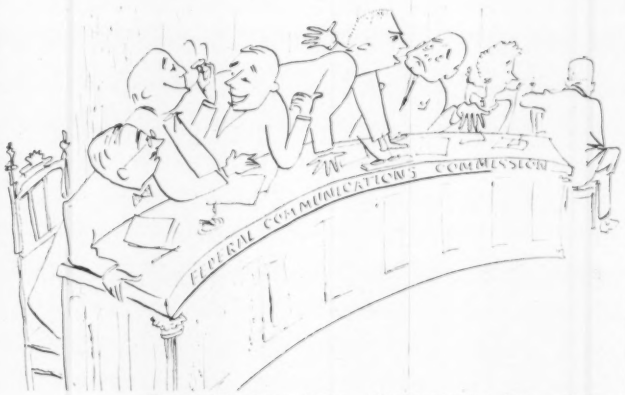
Mr. Lee is an affable young man of 41, with both accounting and legal background. He is held in esteem by FBI Director J. Edgar Hoover and others with whom he has worked. He had the backing of Chairman John Taber of New York, and other Republican members of the tough House Appropriations Committee.

The Lee appointment followed closely the pattern set when John C. Doerfer, Wisconsin Republican, was named to the FCC earlier this year. Mr. Lee was seeking appointment as deputy comptroller general, a position for which he presumably was fitted because of his accounting and management background. His own Senator, Everett Dirksen of Illinois, had endorsed him for that post—not for the FCC.

Mr. Doerfer had been endorsed for the Federal Power Commission for which he appeared eminently qualified by virtue of his past service as Chairman of the Wisconsin Public Service Commission. He also had an accounting-law background.

But somewhere between the Republican National Committee and the White House things happened. There were several candidates for the two FCC vacancies. Charles Garland, manager of KOOL Phoenix, had assurances he would receive one appointment. (Sen. Dirksen, among others, supported him.) When Mr. Garland lost out to Mr. Doerfer, there were further assurances from high places that he would get the second vacancy.

Mr. Garland subsequently was finessed out of the Commissionership and offered the secretaryship, which he promptly turned down. The way was cleared for Robert J. Dean, president of KOTA Rapid City, for appointment to the Paul A. Walker vacancy. The Republican Committee confirmed without qualification the report that Mr. Dean would be named as that "practical broadcaster" the administration wanted.



Drawn for BROADCASTING • TELECASTING by Duane McKenna

"Comr. Lee says he doesn't want anything to do with any 'grant.'"

For weeks Mr. Dean awaited the call that never came from the White House. He had arranged to sell his 55% stock in the station.

Now Mr. Lee's appointment. The columnists and the political writers began to sniff. "Is this another McCarthy appointment?" Mr. Lee avers that while he's a good friend of the free-swinging Senator, he thought his appointment would be "news to him."

Why the President is loath to appoint someone with broadcast experience isn't publicly revealed. But Presidential Assistant Adams has inferred to some of the candidates themselves that a practical broadcaster, with friends among stations and networks, might "embarrass" the administration. To those without communication experience, the story has been that the President wanted an "outstanding broadcaster."

Mr. Lee has an interim appointment. He serves without pay until Congress convenes in January. At that time a bill will be offered to compensate him for back-pay at the rate of $15,000 per year. And at that time President Eisenhower will formally nominate him for the seven-year term which began last June 30.

The nomination will be subject to Senate confirmation. We gather there will be those, notably Democrats, who will want to ask questions. The McCarthy connection alone augers that.

For our part, we'll watch and wait.

ROP (Run of Program) Color

WHAT appears to be a revival of the color controversy between RCA and CBS may actually be interpreted optimistically. The CBS-Hytron demonstration of its new color tube and the outburst it provoked from RCA illustrate how energetically both companies are working on the development of color equipment.

The competition in research and design virtually guarantees that in reasonable time color receiving equipment will be brought within the means of the average family.

Admittedly the early models of color sets will cost too much for most people to buy, but with the vast research and production facilities of the television manufacturing industry concentrated on the project, the FCC's criterion that color must be available to the mass of the people will certainly be met.

CBS-Hytron also showed new pick-up equipment for compatible color which is expected to make color operations only slightly more complicated than black-and-white. We mention this as promising a general refinement in the designs of all kinds of transmitting gear—which should mean economies in both original cost and overhead. There can be no doubt that the FCC's criterion requiring a color system to be within the means of telecasters will be satisfied.

There is general enthusiasm about the prospects of color in tv, as exemplified by the favorable reception that members of the Assn. of National Advertisers accorded the RCA-NBC demonstration three weeks ago.

Barring the discovery of technical bugs in the NTSC system, the FCC has no choice but to expedite its inspection and approval of compatible color. It would surprise us if bugs were found, for the most distinguished engineers in the industry designed it.

Once in a while, one radio station comes close to capturing the true nature of its city . . . draws its strength from the same forces that have made its city great . . . and because of this gives strong, forceful, popular voice to the entire city. This has happened in Pittsburgh . . . and the station is WWSW.

liked most by Pittsburghers . . .

because it is most like Pittsburgh!

WWSW